

ESSENTIALS IN JOURNALISM

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EDITORIAL ROOM OF THE NEW YORK *TRIBUNE*

The city desk, copy desk, and staff of reporters are located in the center, with the managing editor, editorial writers, and special writers around the outside. (Courtesy of Lockwood, Greene & Co., engineers)

ESSENTIALS IN JOURNALISM

BY

H. F. HARRINGTON

DIRECTOR OF THE MEDILL SCHOOL OF JOURNALISM OF
NORTHWESTERN UNIVERSITY

AND

T. T. FRANKENBERG

FORMERLY OF THE STAFF *OHIO STATE JOURNAL*

WITH AN INTRODUCTION BY ROBERT R. McCORMICK

CO-EDITOR OF THE *CHICAGO TRIBUNE*

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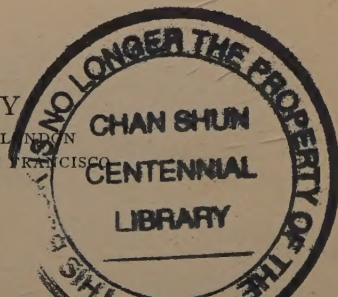
REVISED EDITION



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That which is most essential in journalism is not a knowledge of history. Not a knowledge of men. Not the ability to catch a point quickly, nor the art of presenting facts properly, nor the skill to display the news appealingly in the headlines.

It is the love, the worship of truth.
The journalist has but one ancestor—Diogenes.

And, like Diogenes, he goes everywhere, with his lantern in his hand, searching for the truth.

Sometimes he finds it and makes it bloom. This is his honor, his life.

Sometimes he thinks he has found it, but discovers he has been mistaken. This means the work must be started over again.

The most important attribute of a journalist is good faith. Men or women of bad faith are unworthy to be journalists.

STEPHANE LAUZANNE, Editor of *Le Matin*, Paris

PREFACE TO THE NEW EDITION

It was with some fear and trembling that this book was first offered to the reading public some years ago. The authors believed that the time had arrived for a systematic discussion of news writing and editing to the end that hundreds of ambitious young folk seeking professional training in colleges and universities might have some familiarity with journalistic practices before entering upon their work. While the book was written primarily as a guide to students enrolled in college courses in journalism, which were then winning their right to be considered important offerings in university catalogues, it was hoped that active practitioners might also find in it a field of profitable study. That hope has been justified.

In offering this new edition the authors have seized the opportunity to make a thorough revision of the text, amplifying many matters in the light of present-day developments, and adding numerous exhibits, illustrations, examples, and exercises. Many chapters have profited by the critical examination given them by friends in newspaper offices and college classrooms.

Special thanks are due Mr. George C. Bastian, of the copy desk of the Chicago *Tribune* and instructor in news editing in the Medill School of Journalism of Northwestern University, for many invaluable suggestions and words of counsel looking toward the improvement of the book. In association with Mr. Harvey Deuell, of the *Tribune*, he supplied a large part of the text relating to the handling of a fire by a morning newspaper. Nor is the coöperation extended by Mr. James O'Donnell Bennett, staff writer, and William Wisner, chief of the art department, both of the Chicago *Tribune*, to pass without warm acknowledgment. Assistance has also been freely given by Mr. Walter A. Washburne, city editor of the Chicago *Evening Post*, and by Mr. George P. Stone, of the rewrite desk of the Chicago *Daily News*, who coöperate in teaching the course in reporting at the Medill School

of Journalism. They have given particular aid in following the progress of a news story from copy to print.

Grateful acknowledgment is due to Mr. Wright A. Patterson, editor in chief of the Western Newspaper Union, for his kindness in checking the chapter on "Community Journalism." Mr. Earl T. Martin of the Newspaper Enterprise Association has given assistance by furnishing facts on his association. Cuts of the *Detroit News* were furnished by Mr. Lee A. White, editorial secretary of that paper. Details concerning the press associations were kindly verified by members of the staffs of the Associated Press, the United Press, and the International News Service. The Mergenthaler Linotype Company furnished several cuts and information about the machinery of the Mergenthaler linotype. The Lanston Monotype Company also furnished cuts of its machinery.

Associates of Mr. Harrington in the Medill School of Journalism—namely, Mr. Frank B. Thayer, Mr. Baker Brownell, Mr. Samuel A. Bartels—have given ungrudging service in the final drafting of the book in its new form. Miss Coralie V. Schaefer, secretary of the school, has likewise been of great help in preparing the volume for publication.

The authors no longer consider it necessary to justify college preparation for newspaper work. Every other great profession that acknowledges stewardship to the public has a specialized school which has come to be accepted as a necessary stepping-stone to the practice of a calling; journalism has its school of preparation, offering a training just as essential, if not more so, as that exacted by other professions. As a curriculum of study, news writing and allied courses have earned recognition in college and local room and will continue to do so as the years go on.

H. F. HARRINGTON
T. T. FRANKENBERG

TO THE COMING EDITORS AND REPORTERS

The soul of newspaper work is service, not alone public service that is wide and inspiring, but personal service as well that imposes many obligations and makes many a heavy draft on your time, your patience, your tact, and, upon occasions, your courage and your loyalty to yourself and your community and country.

But newspaper service is not a kind of martyrdom. It is a service that is well requited. The man or woman with the necessary natural equipment and the cultural foundation can look forward to a life of usefulness, of honor, of entrancing color.

Every profession has its standards, and the newspaper profession is not an exception. Let no man think he can be a successful newspaper charlatan. There are such people. We do not deny it. But their success, though it glitters for a while, is neither sound nor lasting. It is ephemeral, and the end of such men, as disaster after disaster in the annals of journalism proves, is ignominious. The man of unsound heart cannot day in and day out bare his unsoundness to the public eye without detection. We, too, stand in the glare of a publicity that is pitiless. No newspaperman can be a good newspaperman without something good in his heart—something good, and big.

The great power of *saying what you mean* is the end every newspaperman must strive for, and his motto might well be that proud line of the divine poet, who transmuted words into crystal and who said that he never let words make him say what he didn't want to say.

This ability should be combined with accuracy, for upon accuracy are founded and from accuracy spring all the resplendent virtues of our craft and all the benefactions it can perform. You can have a military despotism, or an absolute monarchy, or an aristocracy, and they can function of and from themselves; but you cannot have a democracy without a free, a fearless, and a trustworthy press.

ROBERT R. McCORMICK, Co-editor of the *Chicago Tribune*

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ESSENTIALS IN JOURNALISM

CHAPTER I

JOURNALISM'S WIDE DOMAIN

§ 1

THE DAILY NEWSPAPER

The story of journalism. It is a long journey from the little back room of John Campbell, New England postmaster, who in April, 1704, issued to a sparse reading public Volume I, Number 1, of America's first successful newspaper, *The Boston News-Letter*, to that highly specialized manufacturing establishment, the newspaper plant of today, equipped with every device and facility to send millions of printed sheets into the far corners of the communities they serve.

Within these far-flung boundaries is to be found the fascinating story of American journalism. As an institution it first found expression in a colorless, cautious imitation of an English periodical. Gradually it sloughed off governmental censorship and developed self-reliance and national consciousness, winning, in the trial of John Peter Zenger, its right of untrammelled speech. In the years that followed, it was transformed into a vehicle for dissemination of political propaganda. Then broke the Civil War, and the gathering and printing of live news, not views, became the chief business of an enterprising newspaper, in addition to its use as an advertising medium. The Spanish-American War and the World War likewise enlarged the circle of readers and brought wide popularization of banner headlines, news pictures, and late bulletins. Today the American newspaper as an institution has emerged into a great engine of public service, fashioned by many minds, combining many functions, and addressed to many sorts of people.

The newspaper's scope and appeal. From a luxury enjoyed by a cultured few this newspaper of larger outlook has now become a household necessity which may be bought for a few cents. "Not one man in ten reads books, but every one of us except the very helpless poor satiates himself every day with the newspaper. It is parent, school, theater, pulpit, example, counselor, all in one.

N. E.

Numb. 17

The Boston News-Letter.

Published by Authority.

From Monday April 17. to Monday April 24. 1704.

London Flying-Post from Decemb. 2d. to 4th. 1703.

Letters from Scotland bring us the Copy of a Sheet lately Printed there, Intituled, *A seasonable Alarm for Scotland. In a Letter from a Gentleman in the City, to his Friend in the Country, concerning the present Danger of the Kingdom and of the Protestant Religion.*

This Letter takes Notice, That Papists swarm in that Nation, that they traffick more avowedly than formerly, and that of late many Scores of Priests & Jesuites are come thither from France, and gone to the North, to the Highlands & other places of the Country. That the Ministers of the Highlands and North gave in large Lists of them to the Committee of the General Assembly, to be laid before the Privy-Council.

From all this he infers, That they have hopes of Assistance from France, otherwise they would never be so impudent, and he gives Reasons for his Apprehensions that the French King may send Troops thither this Winter, 1. Because the English & Dutch will not then be at Sea to oppose them. 2. He can then best spare them, the Season of Action beyond Sea being over. 3. The Expectation given him of a considerable number to joyn them, may encourage him to the undertaking with fewer Men, if he can but send over a sufficient number of Officers with Arms and Ammunition.

He endeavours in the rest of his Letters to answer the foolish Pretences of the Pretender's being a Protestant and that he will govern us according to Law. He says, that being bred up in the Religion and Politicks of France, he is by Education a

EARLIEST SUCCESSFUL NEWSPAPER IN AMERICA

Benjamin Harris has sometimes been called the father of the American newspaper. His paper, *Publick Occurrences*, was issued from a Boston coffeehouse September 25, 1690, but was promptly suppressed because of certain "reflexions" distasteful to the governor of Massachusetts; it did not appear again. The honor of being the first American vender of news belongs to John Campbell, postmaster of Boston, who, on April 24, 1704, brought out the *News-Letter*. The paper was regularly published for fifteen years, without competition, and reached a circulation of three hundred copies. Thirty newspapers were printed in the colonies at the outbreak of the Revolution

Every drop of our blood is colored by it," pertinently remarked Dr. Henry Ward Beecher a generation ago; but even he could not anticipate the amazing popularity and influence of the present-day journal.

Recent figures given out by the census bureau show that the 2433 daily newspapers in the United States disseminate 32,735,937 copies a day, enough to supply information to a third of the population. The sales for these newspapers average \$200,000,000 an-

nually, while revenue received from advertisers easily doubles that amount. The circulation of the Sunday newspapers, numbering six hundred, is almost 20,000,000 copies weekly, an enormous figure when it is remembered that Sunday papers constitute only a fourth of the total number of daily papers.

Dynamic personal forces. In chronicling the phenomenal growth and changing perspectives of the American newspaper, due credit should be given the editors who have contributed to its making. Many are nameless (witness the anonymous correspondents who, through their resolute pens, helped bring the colonies into a strong bond of union), but many others are sufficiently well known to deserve niches in the journalistic hall of fame. In that group are Benjamin Franklin, farsighted statesman and patriot (the greatest of the colonial editors), who fought for freedom and democracy; Samuel Adams, who, through the *Boston Gazette*, aroused his countrymen to the sense of their wrongs and helped build the bonfire of the American Revolution; Alexander Hamilton, who had a large share in crystallizing national ideals through the papers published in the *Federalist*; James Gordon Bennett, founder of the New York *Herald*, who emancipated the newspaper from political party control and established the revolutionary principle that what the people most wanted was news; Horace Greeley, whose New York *Tribune* was the high priest and the prophet of the Republican party; Henry J. Raymond, who helped establish the reputation of the New York *Times* as one of the greatest of American newspapers; Samuel Bowles, who made the Springfield (Massachusetts) *Republican* a sane, influential organ of opinion; Joseph B. MacCullough, who, save perhaps for George D. Prentice, was the pioneer newspaper paragrapher and who made the St. Louis *Globe-Democrat* the greatest special telegraph paper in this country; Henry W. Grady, who made the Atlanta *Constitution* famous; Edwin Cowles, under whose management the Cleveland *Leader* was a really great and profitable newspaper; George W. Childs, who founded the Philadelphia *Public Ledger*; Charles A. Dana, who made the New York *Sun* read as if all the departments were written by one superbly brilliant pen; Joseph Medill, who raised the great Chicago *Tribune* to wealth and power; Field Marshal Halstead, who brought the Cincinnati *Commercial* and later the *Com-*

mercial Gazette into fame; Joseph Pulitzer, who, through the editorial page of the *New York World*, pledged his paper to "serve and battle for the people with earnest sincerity"; Marse Henry Watterson, whose vigorous, scintillating editorials were the bright particular illumination of the Louisville *Courier-Journal*; William Rockhill Nelson, a sagacious and public-spirited crusader who regarded his paper, the *Kansas City Star*, as "the prosecuting attorney for the people"; and William Randolph Hearst, publisher of the *New York Journal*, *New York Evening American*, and other newspapers in various parts of the country, who has been successful in popularizing the newspaper among the masses and the foreign population, and in developing novel and daring methods to advertise the news.

Each of these men personally made the newspaper with which his name is identified—not that he wrote all the matter, but in the sense that his personality pervaded each department.

The newspaper of today is a highly organized mechanism for collecting news and commenting upon it. Telegraph, cable, wireless, and radio, with an army of special correspondents, keep each office in touch with all the world. Editorial platitudes yield to reality, for this is preëminently an epoch of information rather than of opinion. Just here are revealed in sharp contrast the distinguishing characteristics of the varying national types of the press.

Comparative national types. A keen observer and student of the wide domain of comparative journalism thus focalizes his conclusions:

America has newspapers and newspaper men. England and the Continent boast of journals and journalists. It is a distinction with a difference. It is a fair assertion, often made, that the American newspaper utilizes to the fullest extent every resource supplied by science for the quick transmission of intelligence. The European newspaper, speaking broadly, does not. Judged, then, by its own first standard of professional duty, the American newspaper as a news medium is a century in advance of the European and all other rivals.

The French journalist aims in the main to electrify and to entertain his readers, the English journalist seeks almost solely to instruct, the American newspaper man aspires to do both. The volatile French press is often frivolous, the heavy English press often stupid, the typical American sometimes both—more frequently neither. To the Anglomaniac criticism that the

English press is puri-exemplified and that the press of America is low, vulgar and corrupt, Richard Watson Gilder made the conclusive reply: "The Americans are the decentest people on the face of the earth." The representative press of such a people cannot be corrupt.

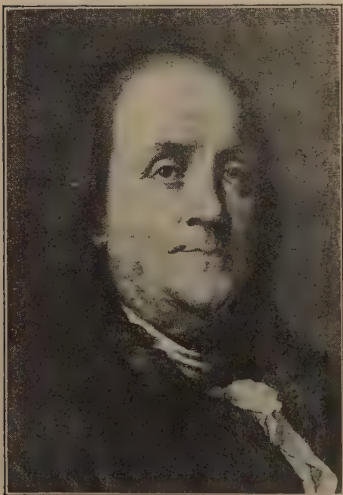
Contributing elements in its evolution. Mighty as have been the personalities of the past in revolutionizing newspaper methods and materials, the new era in journalism would not have been possible without the agency of mechanical invention. Up to the year 1832 newspapers were printed on hand presses, which limited circulation to the hundreds and made swift publication of news almost impossible. When in later years steam power was applied to the press, circulation grew by leaps and bounds. There were still innumerable handicaps, however, many of which were overcome when Richard Hoe showed how type could be placed on a revolving cylinder and paper fed into a press running at lightning speed. Again the circulation multiplied by thousands, but even this improved form of press could not satisfy the demands made by impatient readers in times of great national crises. The expanse of railroads and growth of cities increased the calls upon the newspapers and opened fresh territory for their exploitation. Under pressure of these new conditions, mechanical experts developed the stereotyping process, by which pages of type may be duplicated in curved metal plates. By attaching these to a battery of fast presses the circulation of half a million, even a million copies was made possible. Modern newspapers are printed on presses marvelously transformed from the style developed a generation ago. The utilization of wood pulp for paper stock, fed into the presses from huge revolving spools, has also made possible the gigantic circulations of today.

The evolution in printing-machinery is no less marked in the composing-room. Formerly type had to be set by hand by tedious process; late in the century came the linotype. Today every large newspaper office owns a battery of these ingenious machines.

The revolution which has taken place in news-gathering is scarcely less noteworthy. The coming of the telegraph and the extension of railroads drove out the slow stagecoach and pony express and made the prompt recording of news possible. Modern journalism turns a telescopic eye upon every hamlet, village, town,

and city in America and on foreign countries; it is ready to spare no expense to dispatch correspondents and trained specialists to every troubled news area. The newspaper has become an institution that daily brings together happenings from the four quarters

of the earth, conveying information, entertaining, and educating the people.



BENJAMIN FRANKLIN (1706-1790)

Benjamin Franklin was richly endowed with common sense, an invigorating literary style, and piquant humor, coupled with a widely diversified interest in the life of his times. As an editor-statesman he won a devoted following; he was the ardent champion of many good causes. As conductor of the *Pennsylvania Gazette*, Franklin made the printed word a thing of power and enlightenment throughout the colonies

Giving the public what it wants.

In this revolution the newspaper, however, has changed from an organ of opinion to a great competitive enterprise, robbed of much of its old-time editorial vigor. Financial success, as determined by large circulation and increasing volume of advertising, marks its goal. Instead of the dominating individuality in the régime of other-day intellectual giants, the modern newspaper substitutes business organization, composite ownership, and an impersonal attitude, somewhat less responsive to criticism. On the one hand, a strong bid is made for advertising patronage, an item which furnishes the revenue that makes possible a daily newspaper sold for a few pennies; on the other, there is a determined effort to please the majority of the paper's readers, in other words, to give the public

what it wants. A newspaper may cater to these two factors without sacrificing its integrity or proving false to its mission as a legitimate purveyor of news.

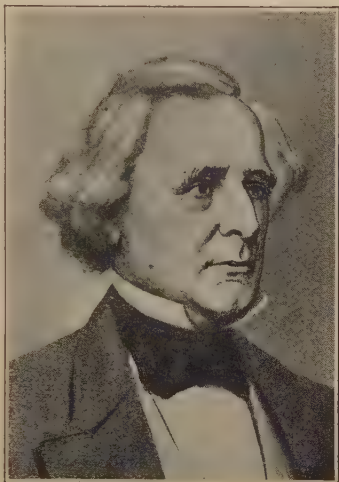
It should never be forgotten that if a newspaper is to serve its public acceptably, it must be absolutely businesslike, self-sustaining, financially and politically independent. The dependent

newspaper, frequently pressed for revenue, is logically the one that is most open to corruption by politicians and advertisers.

As to news policy, the newspaper of today simply accepts man as he is and chronicles him accordingly. It is not concerned, except in its editorial columns, with what he should be or with what he has been, but with what he is today—and with what he is doing today. It takes the stand that it does not make events, but merely chronicles them. Its news columns it regards as the day-to-day history of the race, a sort of minute book of progress and civilization, and it strives to make the record as accurate and as entertaining as it can in the short space of time necessarily allotted to making a daily newspaper.

So-called scandal stories, various types of "exposures," all kinds of news, are weighed by the newspaperman according to this standard. He reasons that if no divorce bill had been filed, no trial held, there would be no divorce story; that the newspaper is merely modern society's secretary, writing up the minutes of the day, and to omit such stories—if they are true and by right belong to the public—would be to fail in the duty of making these minutes complete.

To back up this argument the practical newspaperman finds that his newspaper, containing these minutes, sells in proportion as the minutes are thorough, detailed, and impartial; that while a minor-



JAMES GORDON BENNETT, SR.
(1795-1872)

James Gordon Bennett, the elder, came to this country from Scotland in 1819 and entered the tourney of journalistic wits in the brave, swash-buckling days. He was "one man in a cellar against the world." Besides fighting the world, he did all the work on his New York *Herald*. He collected the news, wrote the entire paper, kept the books, and collected the bills. Bennett has been called the greatest news man this country has produced. News was the very fiber of his being. He was knocked down, and he made it news; he was horsewhipped, and he made it news. With him, everything public and private was news

ity protests in horror at the grisly details, a huge majority raises no voice whatever, except possibly when the minutes are incomplete. Then the sales drop. His natural conclusion is that he is



HORACE GREELEY (1811-1872)

Horace Greeley is the "Greatheart" of American journalism. A vigorous political propagandist, he was imbued with moral earnestness and endowed with a quick perception of the significance of events. His passion for political righteousness, his influence in the nomination of Abraham Lincoln, the editorial thunder of his New York *Tribune* through the American crisis, and his final defeat for the presidency give him a unique place in history. It is said no newspaperman has been so influential in public life as Horace Greeley

pleasing the public, a requisite of commercial success, and that it is time enough to change when the majority demands a change. His paper is as good as the public wishes, he concludes, and if he moves upward any faster than that public desires, he will become dull and lose out.

Censorship of news is dangerous, because censorship of one type of news leads easily to censorship of another, and soon the newspaper is stultified, lopsided, inadequate to the times. It ceases to be an accurate historian and a servant of all the people. Today's scandal may hurt a minority, but it is the basis of tomorrow's reform, and at the same time brings down a punishment on the guilty that they dread even more than a court sentence.

"All the news that's fit to print."

The conservative journal, contrasted with its youthful, excited contemporary of flaring headlines and highly spiced contents, has adopted a news policy which presents the facts in a straightforward, unbiased fashion, without

an attempt to catch subscribers by illegitimate methods or to flatter the whims of readers. The conservative newspaper, while perhaps not as typical of American life as of English, has a real and respected place in almost every large or small city.

On the twenty-fifth anniversary of his association with the *New York Times*, as its general manager, Adolph S. Ochs took occasion to give "an account of his stewardship to those who have made the *New York Times* of today possible—its readers."¹ He writes:

We have made the attempt to make the *New York Times* a creditable human institution. To what extent we have succeeded we are confident we can leave to others to say; whether this effort has contributed to the general welfare and to gaining respect for the honesty, integrity and patriotism of American newspapers.

I am pleased to say that the *New York Times* is firmly established as an independent conservative newspaper, free from any influence that can direct or divert its management from a righteous and public-spirited course. It is within itself financially independent and in the enjoyment of a large and increasingly profitable legitimate income from circulation receipts and advertising revenue. . . . Persons may disagree with the *New York Times*—with its treatment of news and its views thereon—but there is no ground on which they may attribute to it base or improper motives for such differences of opinion. The *New York Times* is an open book, and it may be taken at its face value; it is no worse than it may seem to appear; its faults are those of human fallibility, and we cherish the knowledge that at least in purpose it is better than we have been able to make it appear.

Newspapers, then, reflect prevailing taste and the popular mind. An ideal newspaper is possible only in an ideal society. As it is



CHARLES A. DANA (1819-1897)

Charles A. Dana was the scholar of journalism. He talked seven languages, read twelve, and had a boundless greed for information. His masterly English possessed a mellow, human touch that was speedily borrowed by the "bright young men" of his staff. Under his direction the *New York Sun* became a light in the literary world. Charles A. Dana left an impression on his time that can only be compared with that made by Addison and Steele on the early eighteenth-century essayists

¹ Introduction, *History of the New York Times, 1851-1921*, by Elmer Davis, of the *New York Times* editorial staff.

today, every man may choose the newspaper that represents the things he most admires. Each type—conservative, “yellow,” sensational—embodies well-defined policies in the selection and treatment of news, determined by the public each seeks to reach.

Slow as is the growth of public sentiment, the trend of the times is unmistakably toward better things. There is no longer appalling danger from the yellow peril of jingoistic journalism. The menace of the evil is proving its own surest remedy. The newspaper is beginning to respond to the demand of enlightened readers who have learned the habit of weighing evidence. If this same intelligent public expresses a continued and growing disapproval of stories concerned with murders, prize fights, and underworld episodes, thrust upon its attention in exaggerated headlines, gaudy pictures, and made-to-order details, the newspaper will reflect a corresponding attitude. If the cultivated man or woman would insist as much on accuracy and respectability in general news as the baseball fan and political campaigner insist upon the correct recording of their interests, many abuses would disappear. No paper can thrive in the face of continued disapproval on the part of its readers.

“The Canons of Journalism.” A significant trend of the times, indicating the development of a sense of professional pride and a consciousness of public responsibility, is the recent adoption of a code of ethics by the American Society of Newspaper Editors. The association is composed of editors and managing editors of 80 per cent of the daily newspapers in American cities of more than one hundred thousand inhabitants.

There is little in this code of ethics, styled the Canons of Journalism, that has not been accepted and practiced to no little extent through many years, by editors mindful of the obligations of their profession. The importance of the action taken by the society lies in the fact that it sets up definite standards of conduct for the whole body of journalism. “It is a banner,” says one member, “to which all men can repair who want to, and those who do not will be judged by it.”

The canons are herewith reproduced in full:

The primary function of newspapers is to communicate to the human race what its members do, feel, and think. Journalism, therefore, demands

PLUCK ONE PENNY

Approved and forwarded: _____

"Provided you had a good chase," replied the young student.

"I should not be squeamish respecting the cause, provided it had a good battle; that, my dear, is what is the most essential to a conscientious officer, who wishes to improve himself in his profession. I have much reason, therefore, to wish for a war; and at the present juncture, it would be much to the advantage of the nation in general, as it is dividing into a country of ploughmen, manufacturers, and merchants. And you must know, too, that I am pretty footsore, having already stood thirteen miles, and I never was hit but once."

"Thirteen. What have you brought to the table?"

"No, no," replied the captain, "the last that I read of me came from your sixth dual."

Wonders of Lilliput.—Perry and Khan relate that Hydruntines wrought out of ivory a chariot, with four wheels and four horses, and a ship with all her tackle.

luch to so small a compass, that a bee could hide either

with its wings. Nor should we doubt this, when we find

recorded in English history, on his quasi-official authority, that in the twentieth year of Queen Elizabeth's reign a blacksmith of London, of the name of Mark Smeeth, made a lock of iron, steel, and brass, of seven pieces, and a pipe key, all of which only weighed one grain. He also made a chain of gold, of forty-three links, which he fastened to the lock and key, and put it round the neck of

a Sec. which drew the whole with perfect ease. The

brain, key, lock, and sea, a together: weighed but our
man and a hold.

Hyacinth Junia saw at Meonlin fo Brabant, a cherry-stone cut into the form of a basket; as it were fourteen pairs of feet distinct, the spots and numbers of which were easily to be discerned with a good eye. α^2

But still, we're excited! Very than our hopes of this, it

ny 15 lg we save yr. ad. w. used. esp. 1:0 learn a w. nt

...showed at 4 mo. in the case of Page that the ...
...one of it. It is ...
...the ...
...the ...
...the ...

410 is also. The Γ_{μ} is said to have himself coupled

on that with a 200 p.p.m. pair of spectra for the

[illegible]

... which reference is made to the ...

the last reference is made to the per S. shopping Johann
 Select a number of items

Thousands of who would be used as political tools are
 taken to have fabricated it in the spirit of a
 lie. However, the evidence is such that a man could easily
 be so deceived and yet be powerful enough to find

On a single day, about 20% of the population of 1954

A 34-year-old man from Vermont was accused of murdering a woman, after she was at peace in a coffin, that he was a sales-
man by name he was very much concerned. When
sleep, the material of a woman's body and were so
that the body was not in a coffin.

to see a connection with a pain management unit at

...e del problema di energia, e in

and his mother is wound and in death if not speedily cured, which was accomplished by passing him to the mercy of another doctor who had orders to give him a blow upon the back as he lay upon the table.

THE FIRST PENNY PAPER IN AMERICA

New York *Sun*, destined to start a revolution in newspaper methods, was born in the 30's of the popularization of the press. First it adopted a price of one cent a copy, which it maintained up to the time of the Civil War, then it sought to interest the masses with short news stories and articles. Its youthfulness was characteristic of the brilliant literary achievements of its maturity under the direction of Charles A. Dana.

of its practitioners the widest range of intelligence, of knowledge, and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism these canons are set forth:

I

RESPONSIBILITY—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

II

FREEDOM OF THE PRESS—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right to discuss whatever is not explicitly forbidden by law, including the wisdom of any restrictive statute.

III

INDEPENDENCE—Freedom from all obligations except that of fidelity to the public interest is vital.

1. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of their claims to value as news, both in form and substance.

2. Partisanship in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

IV

SINCERITY, TRUTHFULNESS, ACCURACY—Good faith with the reader is the foundation of all journalism worthy of the name.

1. By every consideration of good faith a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness or accuracy within its control or failure to obtain command of these essential qualities.

2. Headlines should be fully warranted by the contents of the articles which they surmount.

V

IMPARTIALITY—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind.

1. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.

VI

FAIR PLAY—A newspaper should not publish unofficial charges affecting reputation or moral character without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

1. A newspaper should not invade private rights or feelings without sure warrant of public right as distinguished from public curiosity.

2. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

VII

DECENCY—A newspaper cannot escape conviction of insincerity if while professing high moral purpose it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

The wide range of activities. The making of the daily newspaper, therefore, is immensely more complicated and specialized than it was a generation or two ago. More opportunities present themselves to the ambitious worker than were possible in the pioneer days of newspaper development. First is the editorial council, headed by the owner or editor in chief, a council which determines the paper's policy and gives that policy expression from day to day in editorials and news articles. The number of these penmen will vary with the size and importance of the paper. The quota rarely exceeds a dozen men, each of somewhat distinct temperament and outlook, all of them in rather close agreement with the prevailing ideals of the paper.

The managing editor supervises the gathering and reporting of news, and with him confer the news or make-up editor, the city editor, the telegraph and cable editors, the director of the syndicate service, the special writers, the Sunday editor, the art editor,



JOSEPH MEDILL (1823-1899)

Joseph Medill is the granite on which the *Chicago Tribune* is built. An early Lincoln man, a progressive, he was in time with his age, and the age did not leave him behind. His ideal of a newspaper's duty was "to be the organ of no man, however high, no clique or ring, however influential, no faction however fanatical or demonstrative, and in all things to follow the line of common sense"

the departmental editors, each with his own problems relating to space, treatment, and policy. The work of these editors is not closely supervised by the managing editor, but goes directly to the printers after the general outline of it is approved by the managing editor, or the "Chief," as he is known in many offices.

The city editor is in charge of the staff delegated to collect and write the local news. The copy produced by the reporters is prepared for publication by desk men or editors, and in some instances by rewrite men stationed at the city-room telephones.

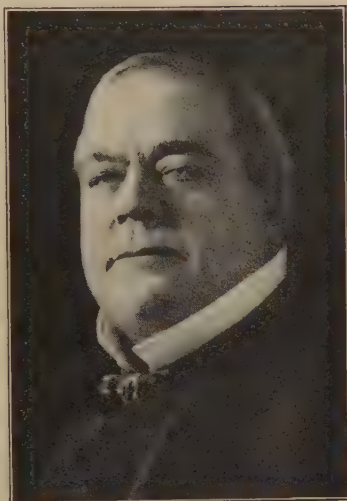
In addition to this editorial side of newspaper-making there is the business staff, made up of the business manager, circulation manager, advertising manager, and solicitors, the superintendent of mails, the clerks and auditors, and various other men concerned with collecting and distributing the revenues of the paper and

upon whose shoulders rests the responsibility of making the paper profitable. Then there are the linotype operators, stereotypers, engravers, mailers, pressmen, wrappers, chauffeurs—in all a vast army of men and women who attend to the printing and distribution of the newspaper. Each does his important part in producing the paper and getting it sold.

To the question frequently put, "How many women are employed as reporters and editors?" the answer comes, "Relatively very few, and these in rather specialized positions." Of the 2168 names on the payroll of the Chicago *Tribune*, 285 are women, and of this number 35 are writers, feature writers, reporters, editors of special departments, and 250 are business women employed in taking want ads, checking up accounts, and in general secretarial and stenographic work.

Opportunities and salaries. The high places in journalism await the men who have served their apprenticeship and have displayed their fitness to take greater responsibility, with appropriate increases in pay. Managing editors, who have proved their news instincts and shown executive ability, often draw as high as \$25,000 a year, some more; many employees of the various editorial departments receive from \$50 to \$150 a week, again depending upon the size and standing of the paper and duties performed. Metropolitan papers pay a minimum of about \$75 a week to executives, and from that level the figure may run as high as \$25,000 or \$30,000 a year.

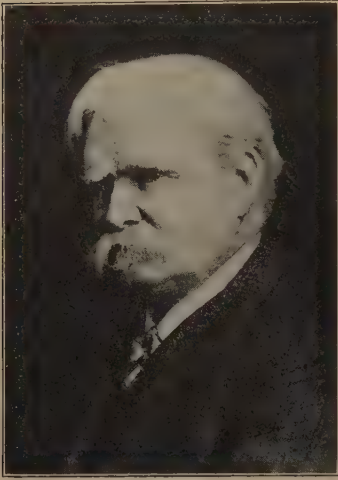
City editors usually come from the ranks of the reporters who have thoroughly learned the varied phases of newspaper work and who unite generalship with practical knowledge. The scale



WILLIAM ROCKHILL NELSON
(1841-1915)

William Rockhill Nelson, founder and editor of the Kansas City *Star* for thirty-five years, has been styled a Titan among newspaper men of America. In the largest sense he was mindful of his position, and he made his newspaper express his vigorous, original, many-sided personality: his interest in good reading, good art, good government, and good living. "He was a dauntless soldier for the public welfare." Nelson did not get into newspaper work until he was forty years old, and he attributed his success to the fact that he was not hampered by traditions. Every day in the year, he held, a newspaper must, in its typographical appearance and in what it prints, be a gentleman

of wages will vary, ranging from \$40 a week on the dailies in smaller cities to perhaps \$8000 or \$10,000 a year or more on large metropolitan papers. Copy-readers, rewrite men, conductors of



HENRY WATTERSON (1840-1921)

The name and fame of Henry Watterson are inseparably associated with the Louisville *Courier-Journal*. In 1868 he came to the editorship of the paper, and it speedily became the expression of his virile personality. Thoroughly Southern in his sympathies, he was nevertheless intensely concerned in restoring a North-South entente. He believed in the ideals of the Democratic party, and fought for them with ringing phrase and flaming sincerity. His most powerful editorials were written at the outset of the World War. "Marse Henry" was the last of a great race of editors

special public-welfare columns, departmental chiefs, are generally recruited from the ranks of the reporters who have proved their work and are paid \$50 or \$60 a week and upward.

One of the most valued prizes that can come to a reporter is found in the appointment as Washington correspondent, special writer, or foreign correspondent, at wages reaching as high as \$150 a week, including expenses.

On some metropolitan papers, particularly in New York, certain reporters are paid on the basis of the space their stories occupy. These rates range from \$4 to \$25 a column. Special correspondents also are paid on the basis of space. Writers on straight salary are sometimes paid \$100 a week, although the average for a seasoned man ranges from \$50 to \$60. Beginners on metropolitan papers generally receive from \$20 to \$25 a week, somewhat larger than before the war. There is always a good chance of promotion and salary increase, dependent upon ability and industry.

The trend today is toward higher salaries, due in some measure to the entrance of college-trained reporters into the newspaper fold. Training in a school of journalism will not in itself guarantee a large salary or insure

any special consideration from a city editor, but it will be found of incalculable benefit in preparing the cub for newspaper service.

The great ambition of many newspapermen is to strike out for other fields, preferably to try big-town journalism. A large per cent of so-called provincial reporters and editors fail in this venture because of insufficient preparation. New York, San Francisco, and Chicago are generally overstocked with newspapermen either out of jobs or seeking jobs. Competition in brains and skill is nowhere so brisk as in these three centers. Mediocre talent oftentimes falls by the wayside, unable to keep up the pace.

Still another ambition that spurs on reporters is the dream of owning papers. Many do evolve into capable editors who take a real part in upbuilding their town and community, besides earning for themselves a large personal following; others meet reverses because they rush in without counting the cost of operating a newspaper plant. These men fail because they belong to the "literary" type of newspaper workers, lacking in business sense and initiative.

It should also be remembered that the newspaper office has sent its graduates into politics, advertising, publicity, literature, and business. Training in the art of approaching and understanding people, and in telling simply what he thinks and knows, affords an equipment that prepares the reporter to fill many niches of usefulness. The development of an agreeable personality, the acquisition of much practical knowledge relating to men and affairs, and the eager quest for the fundamental cause back of the effect have been found of inestimable value; indeed, journalism has proved an efficient training-school in innumerable phases of human activity, some of them quite remote from newspaper work.

§ 2

CLASS AND TRADE PUBLICATIONS

Farms, homes, and industries. The daily paper is designed to meet the needs of the average man and woman; the technical and trade publication aims to occupy a specialized field and to be of practical service in business, industrial, and domestic relations. It is likewise journalistic in its scope, since it makes abundant use of current information, defined as class news, and is called upon

to employ journalistic methods in reaching its readers. Such an allied field, therefore, presents an open pathway to the newspaper practitioner. More openings occur every year.



JOSEPH PULITZER (1847-1911)

America proved in Joseph Pulitzer that the immigrant can be Americanized. Born in Hungary, he came to this country in 1864, fought in the Civil War, worked as a stoker, then as a coachman, mastered English, and was elected to the legislature. Into journalism he took new ideas and a definite purpose. He had the courage to carry them out. He was the originator of the journalism of action and achievement. No force in journalism for American democracy, for justice and sympathy for the masses, has been greater than that of Pulitzer and the *New York World*

The list of such class and trade publications includes farm journals, women's magazines, business papers, publications of innumerable crafts and professions.

For instance, there are more than five hundred farm journals in the United States, several of them with a circulation of more than a half million copies an issue. Some of these are national (for example, the *Country Gentleman*), some sectional (the *Washington Farmer*). Careful analysis shows that about half of the matter in them is news. Two tendencies in the farm papers today are toward better, more humanized presentation of material and better interpretation and understanding of the farmer's problems after he has raised his crop.

Women's magazines, such as the *Ladies' Home Journal*, the *Woman's Home Companion*, and *Good Housekeeping*, do not carry "spot" news, but they do make abundant use of news-information articles, which are of great service to the housewife interested in

cooking, sewing, home decoration, care of children, home business methods, and labor-saving devices.

Engineering periodicals, such as the *Engineering News-Record*, the *Iron Age*, and the *Railway Age*, are in reality great technical newspapers. Technical news would take precedence over technical

articles and discussion in any of them. The editor of the *Railway Age* supervises a staff of twenty men who write railway news, all of them covering their territory as thoroughly as any city newspaper covers the police station and the municipal building. These papers also print many stories of the news-information type, dealing with construction work, new inventions, and with business methods in successful operation.

The editing of house organs—such as *Business*, published by the Burroughs Adding Machine Co., *The 57 News*, published by the H. J. Heinz Company for their employees, the *Erie Railway Magazine*, also an employees' magazine—offers rich opportunity to the skilled writer familiar with methods of salesmanship and production relating to specific products, and interested in promoting better business for his firm.

Adequately to serve class and trade publications requires special knowledge on the part of the writer and ability to tell his story intelligently, accurately, and entertainingly. Some of these publications employ staff men, others freelance correspondents who range at will in search of material. Some of the articles are written by men who have unique facilities for

securing somewhat specialized information. A large part of the material offered by reader correspondents requires careful revision. Practical knowledge, plus a liberal education and newspaper experience, furnishes a sound foundation for work on such publications.



ADOLPH S. OCHS (1858-)

When Adolph S. Ochs acquired the *New York Times* in 1896 it had less than 10,000 paid daily circulation and an annual business of less than \$500,000. The circulation of the *Times* now (1923) exceeds 340,000 daily and 500,000 Sunday circulation; its gross annual business, probably the greatest newspaper income in the world, exceeds \$17,000,000. The *Times* has built a reputation for accurate, well-written news reports representing a wide range of interests and without recourse to sensationalism. Its slogan is "All the News that's Fit to Print"

§ 3

THE MAGAZINE FIELD

Editors and writers. There are two distinct sorts of workers on magazines, those who edit and those who write. The first receives little recognition on the printed page, since his chief business is evaluating the work of others; but his function is an important one, carrying with it a good rate of pay in proportion to his ability to interest a group of readers from month to month. His value to the organization depends upon his resourcefulness and responsiveness to new and interesting ideas.

To the magazine contributor many doors are open, dependent upon the vitality of the story or article he has to offer and the vivacity with which he presents his wares. Here again a sound collegiate training, supplemented by practice in swift and colorful writing as implanted by experience in a newspaper office that offers close contact with human life and the people who live it, will be found of great value. Many of our most distinguished writers of stories, verse, and special feature articles found their first creative urge while engaged in newspaper work. Indeed, one of the most successful of current magazines in point of circulation and influence is frankly journalistic in subject matter and treatment, and is for the most part the handiwork of trained newspaper reporters.

CHAPTER II

NEWS INTEREST

Gauging public interest. "What is news?" is a rock upon which have been split many ponderous definitions, none of which has been found quite satisfactory. The epigram "When a dog bites a man, that is not news; but when a man bites a dog, that is news," attributed to Charles A. Dana of the New York *Sun*, is most quotable but quite untrue; while the answer "News is anything that interests people" is so broad in its scope as to include anything spoken, written, or thought, and of course many of these things do not in themselves make news. Every reporter must learn to recognize the stuff that makes a good news story and to pass by as worthless trivial gossip, vapid opinions, boresome personal experiences.

Two kinds of news interest. The interest of human beings in the romantic adventure of living—an interest which the newspaper seeks to reflect—may be classified in two ways. One is a native interest, as shown in the average man's concern for the things that intimately affect himself, his family, his friends, his business, his town and country. In this category also may be listed familiar persons, places, and things; extraordinary and unexpected happenings; mysterious occurrences; contests and competitions; the struggle for supremacy; children; animals; amusements—the whole panorama of daily life. The other interest is a cultivated one expressed in widening appreciation of matters which do not belong to our original endowment. Education, science, invention, the onward march of civilization, implant many new interests and reshape and redefine many of the older ones. Tomorrow's newspaper will certainly devote less space to the sensational, banal, and frivolous in news and more to international, philanthropic, religious, and scientific activities.

Most vital of all determining factors probably will be the mean, or average, intelligence of the American citizen. So long as it is on

the plane of a youth the general distinctions relating to news interest will probably continue to govern. If forces now at work should contrive to raise the average intelligence of the average newspaper reader to the stage of the early twenties, it would completely revolutionize the conception of what properly constitutes news.

The emergence of news from the drab background of uneventful routine may, perhaps, best be illustrated by a leaf from actual experience.

How news grows. Suppose Mrs. Winfield H. Abbot, wife of a village merchant, boards an interurban car to go to a distant city to do her Christmas shopping. This is such a usual happening as to pass almost unnoticed. The "personal" column of the weekly newspaper might chronicle the incident in three lines, but it would deserve no more. Mrs. Abbot completes her Christmas purchases—among them a talking doll for her little girl, a suit of clothes for the boy, and a box of cigars for her husband—and boards a car homeward bound. Certainly these matters, being so ordinary and so commonplace, do not constitute news. In the meantime a blizzard has swept across the landscape, piling snow upon the tracks. The window-glass in front of the motorman's seat is clouded, so that he does not see an automobile caught between the gates of a crossing. The interurban car strikes the machine and drags it a hundred yards before the motorman can bring it to a stop. The passengers on the interurban car are badly shaken up, some cut by broken glass, Mrs. Abbot among the number. When investigation is made of the automobile wreck a man and a woman are found dead. The man is identified as Robert A. Montgomery, superintendent of schools in an adjacent city, and the woman as his fiancée. They were to have been married on Christmas Day.

The first spark of personal incident has been fanned into a blaze of widespread public interest. Both local and metropolitan papers would print the story, the village paper probably giving more space to Mrs. Abbot than the city daily. The addition of a single note of tragedy has transformed an otherwise insignificant happening into news that will command attention.

News resolves itself into concentric circles. The item of distinctly local appeal has indeed a small radius; as other ingredients of more general interest are added, the compass swings into a larger area; when the note of intense universal human-interest is struck, the orbit may include a continent of eager listeners.

News is a quality. It becomes apparent, therefore, that news is that characteristic of any happening which gives it an appeal beyond the circle of those immediately concerned in it. Considered as a quality it is easy to understand why opinions concerning it differ so widely. As a quality it must be apprehended by a sense faculty, and the sense faculties differ with the individual. A red is not the same red to two people whose eyes are not of the same physical construction. The interval between two tones may be harmony or discord to the ear that hears it, according to the fineness and training of that ear.

From this the problem enters the field of psychology, and the one who best determines news is the one who best knows what will interest the most people, not only today but tomorrow as well.

In a sense everything that happens is a subject of news. The practical difficulty encountered is twofold: first, the utter impossibility of securing a satisfactory record of everything that happens; and, secondly, the fact that a large part of such a mass of information would appeal only to a limited circle.

The quality of the unusual, the quality of mystery and romance, the quality of humor, the quality of freshness and timeliness in any happening combine to make it news, and its importance as news is in an exact proportion to the number of people in the community who will be interested in the event.

The definition tested. That a happening, a personage, or a fact becomes a subject of news because of some special quality which sets it apart from the common round of events may be clearly seen by the examination of a typical newspaper story, clipped from the *New York Times*. The story is an account of how a Bronx tenement owner fell to his death from a fire escape while hunting a burglar. It received conspicuous display in the columns of the *Times*. As an example of the unusual making the commonplace a big news item, the account is reproduced.

While searching for burglars who had robbed one of the apartments in a tenement he owned at 1317 Wilkins Avenue, the Bronx, Walter C. Rippel, a hotel keeper who owned considerable real estate in the Bronx, slipped and fell five stories from a fire escape last night, fractured his skull, and broke both legs. He died a few minutes later in Fordham Hospital.

Rippel lived on the first floor of the Wilkins Avenue tenement, a five-story double-decker, and had received many complaints from his tenants whose rooms had been plundered. About three weeks ago Morris Rothstein's apartment on the third floor was broken open and \$500 worth of jewelry taken. Rippel at that time made a vigorous demand for more police protection, but it was not forthcoming. Then he told his tenants to report the next burglary to him and he would do some policing on his own account.

Yesterday afternoon Mrs. John Giles, who lives on the top floor of the tenement, went shopping after locking her apartment. She returned about 5 o'clock to find the lock on the door missing. It had been neatly cut out and removed. When she tried the door it wouldn't open. She hurried down to the first floor and met Rippel coming up.

"There have been burglars in my apartment," she cried, "and I think they are in there now, for I cannot open the door."

"This is the chance I have been waiting for," exclaimed Rippel, without waiting even to arm himself. "I'll be my own policeman." He ran upstairs and tried to force the door, but it wouldn't budge. Then he hurried around to the tenement adjoining, where the fire escape connects on the fifth floor, excepting for about two feet and a half, with the fire escape in the rear of the Giles apartment. Thomas Lufton, the janitor, wanted to go first, but Rippel thrust him aside, with the remark that he wanted to make the capture himself.

He climbed out on the fire escape and clutching the narrow railing tried to step across the opening. He either misjudged the distance or his foot slipped. With a cry that brought tenants to their windows on almost every floor Rippel slipped through the opening, his clutch on the frail iron railing slipping at the same time, and he plunged headfirst to the cement pavement of the courtyard, five stories below.

When Lufton, leading a group of excited women tenants, reached the courtyard Rippel was insensible. The janitor ran for a policeman, while women and children cried and wrung their hands. The policeman called an ambulance from the Fordham Hospital. The surgeon found Rippel dying. He made all haste to the hospital, and placed him on the operating table. It was a marvel to the physicians that Rippel did not die the instant he struck.

When the excitement had quieted down somewhat Lufton and the policeman forced the door of the Giles apartment. They found the place had been ransacked and several valuables taken. The burglars were nowhere in sight. It was discovered that after removing the lock and entering the

apartment the burglars had wedged the lock between the door jamb and the handle in such a way that the door couldn't be opened from the outside. The only way they could have escaped was down the fire escape. No one saw them depart.

Rippel was thirty-three years old and was in the hotel business with his brother at Freeman Street and Southern Boulevard, the Bronx. He owned several other rooming houses besides apartment houses in that part of the city.

Analysis of the foregoing story brings to light a combination of news qualities.

In the first place, the report of the tragedy indicates it is of recent occurrence. The announcement comes in the nature of a shock. Narrowly considered, the episode is news because it is fresh, new, timely, local. In the second place, the occurrence has a tragic cast and is sufficiently out of the ordinary to warrant exhaustive treatment at the hands of a reporter. The established order of things is violated. Conventionality yields to caprice, chance, or blind accident, lifting the event out of the standardized setting of the usual.

Another quality giving significance to the story is the fact that the victim of the accident was a man of prominence, whose circle of friends is wide. The announcement of his death under ordinary circumstances would be news, but if to that announcement is added the startling element that he met death while pursuing a marauder who had invaded his apartments, the circle of appeal enlarges.

Fear of burglars is more or less common to people the world over, amounting in the minds of some to ungovernable terror or obsessions. The cause of the fatality, therefore, adds the characteristic of human-interest, that subtle quality that unites poor and rich, young and old. Such a story, aside from its more local application, is based upon elemental emotions, and connects that tenement in the Bronx with every home in the country. As a matter of fact, this was the element that sent the story hurrying to every part of the country over the leased wires of press associations. Indeed, it is this very quality of human-interest, this psychological, instant appeal to such universal instincts as curiosity, humor, sympathy, and fear, that prompts certain newspapers to neglect the trivialities of daily routine and to center their attention

upon the dramatics of life, springing from experiences and adventures more or less common to all newspaper readers. The appreciation of this fact accounts for the great popularity of picture newspapers.

News and advertising. Arbitrary distinctions have added to the confusion in the public mind regarding the nature of news in its relation to the business office. Newspapers the country over differentiate between news and advertising; yet as a matter of fact much advertising is news, and a great deal of that which passes as news is advertising. For practical purposes, matter that is more directly profitable to the individual than to the community is called advertising, and matter that benefits the community rather than the individual is called news.

The fact that a large department store offers to sell men's suits below cost is really a news item; but the fact that the store would presumably receive more benefit from this publication than the public prompts the paper to charge for that information, while the fact that a candidate is in favor of a certain reform movement is not construed as advertising, on the supposition that, if elected, his attitude is of more importance to the community than to himself. A further distinction between news and advertising is found in the fact of repetition. The statement that a prominent artist is to appear in any capacity before the public is news the first time it is printed; the second time the same fact is brought to the readers it is construed as advertising.

News and the press agent. Between the reporter, whose duties are exclusively concerned with news-gathering, and the advertiser, whose activities are wholly taken up with the interests of a single concern, there is what is known as the publicity man, generally a person of newspaper experience, representing some cause or concern whose operations are of considerable public interest. Theoretically, each newspaper should have a representative to look after and report the happenings of this concern. Practically, in all large cities this is impossible, and the firm or corporation, by employing someone skilled in newspaper practices, is enabled to have its doings properly and liberally reported, while the newspaper is saved the expense and difficulty of securing what it recognizes as legitimate news. Here the incidental advertising value is supposed

to be fully compensated by the practical news value of what is printed. Press agents frequently work in full harmony with regular reporters and assist them in their work.

Different kinds of news. As news is a quality of things and not the thing itself, it follows that there are gradations in the value of news. News must be like a buckwheat cake, piping hot from the griddle. The reddest items only are wanted, and those which are of a bright hue in the morning may pale to sickly pink by the afternoon in the light of rapid development.

So, too, there is recognized the distinction between routine news and special news. Routine news is any happening of a reasonable degree of public interest that can be counted upon as occurring at stated intervals or with approximate regularity of frequency; while special news (always the better news) covers those unlooked-for, irregular, mysterious, or startling occurrences in life of which there is no warning and for which there can be little or no preparation. Uniformly these items have preference over the others.

The question of the selection of news ordinarily brings up the matter of taste and ethics, and upon this point it is hard to lay down any arbitrary rule. The trained mind will not more often err in the selection of news items from a given number of stories than will the cultured taste in selecting pictures, books, or music. The man of ethically sound mind will follow the dictates of his training as surely in the maze of murders, robberies, suicides, scandals, and political appeals as he will in the matter of personal pleasure, money, or the integrity of his own soul.

Treatment of news. It still remains to be pointed out that a great majority of the manifold subjects recognized as news admit of varied treatment, and it is this variety in presentation which differentiates them into "yellow," "sensational," or "conservative." The newspaperman of wide experience may adapt himself to any one of these three classes. The young newspaperman will most readily fall into the class where his temperamental attributes make him most at home.

Gathering news is like a soldier's obedience—not to be questioned. For the reporter there is no problem of whether or not the news is good news—that belongs to his superior. Facts and only facts are wanted. With the clearest insight of which he is

capable he must collect these facts, be sure of their setting, and establish their relation one to another. If his observation is correct and his logic true, his news is faultless and his service invaluable. The question as to whether or not his report consists of news proper to print will be determined by those in authority over him. For the frequently met request to keep certain things "out of the paper," the true reporter has one unwavering answer: "That is beyond me. You will have to see the editor."

To confront every event that comes within his observation with the questions: Is there any new phase? Is there in this anything of interest to the public? Is it timely? Is it true?—to look sharply, to think deeply, to write clearly and accurately, to question concisely, to correlate correctly the episodes that make up any occurrence—these habits of thought will make the student a good reporter and enable him to know what is news.

If to this mental attitude he adds a keen sympathy with human nature, a faculty of recognizing the unusual in the usual; if he can see deeply enough to get the cause behind the effect; if he can think truly enough to get the relation of the one to all; if he can feel keenly enough to grasp the essentials and idealize them, to blend with the pungent phrase, simple, direct, and clear, the heart throbs of humanity, he cannot fail to be a good reporter, and has within him the possibilities of becoming a great newspaperman by rising to heights of usefulness and power to which only the faithful may aspire.

CHAPTER III

THE WRITER AND HIS READERS

Elements of general appeal. Young writers who would serve journalism acceptably need to be reminded at the outset that their material is to consist of facts and not fancy, and that they are called upon to make the record of these facts unmistakably clear. Their mission is to bring specific information to the attention of busy men and women of varying degrees of intelligence and of diverse social conditions.

Rhetorical figures, elaborate explanation, and a jumble of trivial details tend to destroy the three essential characteristics of a good news story; namely, dramatic effectiveness, compactness, and clarity. Clear, direct statements of fact are wanted. To tell what happened is the first business of the reporter; to tell how it happened may come next.

Newspaper style must be virile, straightforward, honest. If it can suggest atmosphere and tremble with action, so much the better. To the first injunction—that prolixity of style discourages a multitude of readers—is added the second, that space is always valuable. This puts additional premium on brevity.

A good newspaper story is as well-knit as a Homeric narrative, as compact and impersonal as the parables of the Bible. It is well always to bear in mind that the story of the Creation, the greatest event ever chronicled in written form, is told in four hundred words.

The young reporter should studiously avoid those bookish and technical terms with which his college career may have tintured his style. A moment's thought will convince him that as only one in every hundred persons has a college education, so only one out of every hundred readers will probably appreciate classical and historical allusions grouped in ponderous sentences. Simple, homely, conversational methods reach the largest number of

readers. Freedom from affectation marks the best journalistic style of today, affording thereby a sharp contrast to the stilted, formal style in vogue a half-century ago.

A distinguished editor once remarked :

The American people want something terse, forcible, picturesque, striking, something that will arrest their attention, enlist their sympathy, arouse their indignation, stimulate their imagination, convince their reason, awaken their conscience. I must see that my readers get the truth; but that is not enough. I must put it before them briefly so they will read it, clearly so they will understand it, forcibly so they will appreciate it, picturesquely so they will remember it, and above all, accurately, so they may be wisely guided by its light.

Words are memories. A word is a memory. It is a symbol, either written or spoken, which custom has associated with an everyday practice, thought, or object. Frequent use of these memories makes possible a medium of understanding. When a writer uses *mal de mer* when he means "seasickness," and offers "peregrinations" when he might say "wanderings," he is building a barrier against quick interchange of thought. He has deserted the familiar symbol for the ornate and the pompous. He often fails, therefore, to build a track straight to the mind of his reader.

The short familiar word. William Cullen Bryant, for many years editor of the New York *Evening Post*, in advice to a young editor, summed up the matter of word discrimination in a few telling exhortations :

Be simple, unaffected. Be honest in your speaking and writing. Never use a long word where a short one will do. Call a spade by its name, not a well-known oblong instrument of manual labor. Let a home be a home and not a residence; speak of a place, not a locality, and so on of the rest. When a short word will do, you always lose by a long one. You lose in clearness, you lose in honest expression of meaning, and, in the estimation of all men who are capable of judging, you lose in reputation for ability. Elegance of language may not be in the power of us all, but simplicity and straightforwardness are.

The majority of our short, everyday words, such as prepositions, conjunctions, names of common things, and verbs that denote familiar actions, come from the Anglo-Saxon. Because these terms are simple and concrete, and not at all on account of their deriva-

tion, they are to be preferred to the corresponding classical terms. When a word of classical origin is the more common, it is preferable.

Note the force of this poem of fifteen lines entitled "The Stab," written by William Wallace Harney, a Louisville newspaperman:

On the road, the lonely road,
Under the cold white moon.
Under the ragged trees he strode ;
He whistled and shifted his weary load,
Whistled a foolish rune.

There was a step timed with his own,
A figure that stooped and bowed,
A bare, white blade that gleamed and shone,
Like a splinter of daylight downward thrown,
And the moon went under a cloud.

But the moon came out so broad and good,
The barn-fowl woke and crowed:
Then ruffled his feathers in drowsy mood,
And the brown owl called to his mate in the wood
That a dead man lay in the road.

Editorial expressions. Unwittingly many young reporters allow themselves to be swung into the use of superlatives that indicate their own pleasure, enthusiasm, friendly admiration, perhaps violent antagonism. When the adjective is thus abused, the writer ceases to be an unbiased recorder of an *objective fact*, which is his chief function. Such "editorial" words as "dastardly," "good," "bad," "interesting," "lovely," "unfortunate," "criminal," "guilty," to quote only a few, show clearly that the reporter is allowing his feelings, prejudices, and sympathies to color his story. He has become a critic, a judge, rather than a fair-minded witness who tells only what he sees and knows. The reporter must examine every man, institution, event, and happening from a detached, disinterested vantage point. If he were to state his opinion, even though it may be intelligent and valuable, he would be sure to antagonize some reader holding a belief radically different. This is particularly true in matters of religion, politics, social customs, racial traits, and personal habits. The only safe ground for the news-writer is strict neutrality. The singular pronoun "I" is

reserved for the writer of a signed article and "we" for the editor and publisher. Most newspapermen are nameless observers, and their good stories are known only to office associates.

Dullness a crime. While in a general way it should not be forgotten that newspaper style is notable for its terseness, ease, brevity, and vigor, it should not be inferred that it is therefore wooden and commonplace. Abundant use is made of every opportunity to paint a picture or to sketch a dramatic incident. No reporter ever lost his job because he wrote too well. There are many misdemeanors in journalism; there is but one crime, that of being dull. Nowadays originality of diction is far from discouraged; individuality is constantly sought; new ways of saying things in attractive, buoyant fashion are welcomed. "The function of the imagination," says John Howard Kehler, "is not to invent substitutes for the truth, but to find new ways of telling the truth." Readers will forgive immaterial inaccuracies sooner than intolerable stupidity in writing the news. "To be interesting tell the truth audaciously" is a good motto.

The importance of this quality of attractive presentation of the facts—without sacrificing accuracy for smart cleverness—is aptly touched upon by Charles A. Dana, for many years the editor of that "best and brightest paper," the *New York Sun*. Mr. Dana said in the course of one of his lectures to young men:

The reporter must give his story in such a way that you know he feels its qualities and events and is interested in them. He must learn accurately the facts, and he must state them exactly as they are; and if he can state them with a little degree of life, a little approach to eloquence, or a little humor in his style, why his report will be perfect. It must be accurate; it must be free from affectation; it must be well set forth, so that there shall not be any doubt as to any part or detail of it; and then if it is enlivened with imagination, or with feeling, with humor, you have a literary product that no one need be ashamed of. Any man who is sincere and earnest, and not always thinking about himself, can be a good reporter.

Avoiding the rubber-stamp. It is not to be inferred that because the modern newspaper places its approval upon a style shorn of sentimentality and verbosity, with simplicity as its keynote, that there is no room in news-writing for careful literary craftsmanship.

The great deficiency confronting most reporters is an impover-

ished vocabulary. Long-continued routine writing tends to the frequent use of the commonplaces of everyday speech, without giving them serious thought. Newspaper style has been declared bromidic. The charge has much truth in it. Popular slang expressions appear more persistently in newspaper columns than in any other type of writing, since it is in the newspaper that the world finds itself mirrored in its every whim and caprice.

At the same time the charge of slovenly English is not entirely just, as will be discovered in an examination of such papers as the *New York Times*, the *Chicago Tribune*, and the *Kansas City Star*, where the purist in language will find words used with precision and originality and skillfully employed in the fashioning of expressive phrases. The general truth that much newspaper English of today needs improvement in two features, correct grammar and forceful rhetoric, remains unassailed despite these noteworthy exceptions. The very conditions under which the newspaper is produced, together with the educational deficiencies of many of the men who gather the news, have resulted in creating a style frequently marred by inaccuracy, threadbare conventions, and weak, meaningless phrases that creep in despite the efforts of copy-readers to weed them out.

"It's the Way it is Written." In the course of a shop talk, "It's the Way it is Written,"¹ Mr. Henry J. Smith, news editor of the *Chicago Daily News*, had some illuminating things to say about the modern reporter's use of words. Mr. Smith reënforced his message by citing a well-wrought newspaper story that achieved distinction of style. These are his words of helpful counsel to ambitious craftsmen:

I urge you not only to absorb and analyze as many masterful writers as you can, but to study discriminatingly the work of those anonymous reporters whose work comes before you every morning and evening.

Let me read to you a short piece published in the *Chicago newspapers* a while ago:

(On board vessel on the Volga river)—There are no boating songs on the Volga this year.

The balalaika (the Russian guitar-like instrument) is not ringing from the few boats which are floating along this once mighty river,

¹ This address was given in the series of Lectures from the News Laboratory before the students of the Medill School of Journalism on the evening of November 3, 1921.

whose shallow waters are affording a poor avenue of escape from the parched grain fields which mock the peasants to whom they formerly yielded abundant bread.

Pawnbrokers have long since received the balalaikas in exchange for rubles necessary to buy food for the starving families.

Samovars no longer sing merrily on the hearths of the peasant cottages. They, too, have been exchanged for bread. Together with the family ikons and the bright brass candlesticks that once adorned every mantlepiece, they are exhibited in the second-hand shops of villages and cities while their former owners are huddled together in miserable camps along railways and rivers waiting for somebody to take them to a land of food.

Priests who are as miserable as the parishioners have set up altars in the wayside camps and are burying the dead and praying for the half-dead who kneel submissively before the cross and intone their petitions to heaven at sunrise and sunset.

Fortunately, the sun does not fail them often. The autumn has been dry so far and the glorious Indian summer has made their lot more tolerable than it will be when autumn rains add to the misery of the unsheltered, poorly clothed hundreds of thousands.

A few families are still floating down the river in frail rowboats stacked high with children and battered household utensils.

The conditions are about as bad down the Volga as they are here, but the more restless refugees say they feel better if they keep moving. Here and there a family still has a horse or an ox which has managed to live on parched stubble and is dragging along behind the rickety wagon until the time when it shall drop dead.

Cemeteries surrounding the churches which line the entire course of the Volga are crowded with refugees. The drought and the grasshoppers have robbed them of bread. Their prayers have been of little avail. Their priests have not been able to get them food.

Yet they have not utterly lost hope and still devoutly cross themselves and feebly voice petitions as they slowly merge into the dust to which they are so soon to return.

Who wrote that? Oh, nobody in particular. Only an Associated Press correspondent. A far-away, lonely soul floating down the Volga River on a battered steamer. He wrote as the concentrated image of what he had seen. He wrote it without thought of rhetoric, I think; without any vain picture of an audience. There had happened simply this: he had witnessed the tragedy of a nation; his mind had become filled with horrible and imperishable visions. And, like a faithful reporter, he wrote down, as simply as one of the chroniclers of olden time, a sketch of what he had seen. And here is this sketch, published for millions of readers, an example of fine newspaper art. Day after day, if you search the paper with a keen eye, you can discover pieces of writing as good as this, or better; unsigned, sometimes humbly placed. Make the search for them a habit.

Suppose we analyze the qualities of this story I have just read.

For one thing, I find only twenty-six adjectives or words used as adjectives in the total of practically four hundred words. Think how abstemious this fellow was. And consider the art necessary to produce vivid pictures without the handy little adjective. One of the maxims of Carl Sandburg is "think twice before you use an adjective."

Another thing: notice the small percentage of polysyllabic words and words of Latin origin. This man employs Anglo-Saxon, the words of our common speech.

His sentences are short; or if he uses a long one here and there he sandwiches it between a couple of short ones.

While painting a broad picture, without a single name of a person or town in it, he succeeds in selecting details so homely, typical, and concrete that you feel as though you had actually witnessed a definite place and seen definite things happen. Journalism extraordinary! The work of no jazz journalist.

To show how easily this piece of newspaper writing might have been spoiled I will do a part of it over for you in the style of a jazz journalist:

On the broad, gleaming bosom of the stupendous Volga as I learn and hereby cable exclusively after unheard-of privations there are no boating songs ringing out as of yore. The gleaming samovars never again will utter their joyous ditties from the broad hearths of the huddled cottages of the once wealthy and prosperous peasants. Once, many months ago, prior to the advance of the grim reaper, these samovars, together with the magnificent family ikons and the gorgeous brass candlesticks, adorned the mantelpieces of all homes in the fashionable residence districts of this, the second largest town of the province of Samara. Now come to a lowly estate, they are on exhibition in the fly-specked windows of the second-hand stores of the villages and cities, all of which I have recently visited in my capacity of special commissioner. The former owners, once prominent millionaires, women once flaunting their beauty in a hundred salons, and children once ruddy-cheeked, swarm like flies in miserable camps along the interminable railways and the vast rivers waiting in terror and desperation for the arrival of that succor which shall mean to them transportation to a land of peace and plenty.

And so forth.

The lesson that emerges from all of this is that of self-control. First enrich yourselves, then simplify yourselves. Supposing you have increased your vocabulary by 200 per cent, and can hurl phrases by handfuls, and can beat the entrails out of a typewriter in ten minutes, the next thing is to master your own brilliancy. This is the greatest mastery of all.

Sentences long and short. However clear and precise a word may be, it must be harnessed with other symbols before communication is established. When young writers set out to build phrases,

clauses, and sentences, in a word, to develop style, they encounter many difficulties. The spirit is willing, but the execution weak.

The injunction to write short, pithy sentences is one of the first commandments issued to the beginner by a city editor. It is a useful rule, although it is sometimes strained in practice, because it brings terseness of expression and compactness of structure, due to the absence of qualifying phrases and weakening participial constructions. A short-breathed sentence is like the crack of a whip. It arouses jaded faculties to attention. It is particularly effective in duplicating the intense excitement and quick patter of incident that surround such a news happening as a fire. The accompanying report of the saving of helpless cripples from the flames of a burning hospital through the heroism of a telephone operator illustrates the point well. It is the handiwork of a reporter on the staff of the *Cleveland Press*. It follows:

Signal 18 flashed.

The night bell rang.

Mrs. Goldie Yassanye, telephone operator at South Euclid, rushed to the switchboard.

"Fire! Fire!" cried a voice. "At Rainbow cottage. Sixty crippled children are in danger —"

Then the line was disconnected.

The operator's hands flew over the switchboard, ringing every number in the district.

"Fire! Rainbow cottage is on fire. Come on and help. Hurry!" she shouted thru the phone to people for miles around.

A two-story frame school building in the rear of Rainbow cottage, Green-rd., South Euclid, was on fire.

Sixty little cripples were sleeping in the hospital ward, 20 feet away.

Miss Aliman, night nurse in the hospital, saw the blaze and heard the crackling of the fire. She called Miss Ruth Cliff, another nurse.

Miss Cliff in turn hurriedly called Michael Meyer, watchman, who rang the big night alarm bell in the windmill.

Miss Wilson, superintendent of the cottage, directed 13 nurses in removing the 60 crippled children from the hospital.

Some of the children were fastened to the beds, weights holding down their legs and arms. They were all carried to safety, thru dense

smoke, into the dining room in the front of the building. No one was hurt.

Persons roused by Mrs. Yassanye formed a 25-yard bucket brigade from the pump to the burning school and threw water on the flames.

Thurston Rowland, thirteen, rode his bicycle from house to house calling for help.

By this time the window frames and the eaves of the hospital were on fire.

BUCKET BRIGADE FORMS

The bucket brigade and two chemical engines from the Cleveland Heights fire department turned from the original fire to the burning hospital, the school building fire being beyond control.

The volunteers climbed to the roof of the hospital and finally put out the flames.

Mrs. Yassanye called the Cleveland fire department. The fire department operator said he could not send firemen from Cleveland without an order from the South Euclid mayor. South Euclid has no mayor.

COVERED BY INSURANCE

"Our loss is covered by about \$2400 insurance," said Mrs. R. H. Crowell, Euclid Heights, president of the Rainbow cottage trustees.

"The school formerly was a barn. A piano and some of the children's winter clothing and bedding, stored in the building, were burned. The main hospital building is fireproof. It never was in danger."

Mrs. S. Lewis Smith, 1960 E. 82d-st, is secretary of the trustees.

"The fire probably was caused by crossed electric wires," said E. J. Riddle, janitor.

"Gee, that was exciting," said little John, one of the child patients, after he had been returned to his bed in the ward which was in the greatest danger during the fire. "It was real hot, too."

"I kinda liked it. It was so different," said Anna, a crippled girl.

"I can't go back to sleep," said Jeanette, six. "I wasn't a bit scared. I knew the nurses would take care of me."

This story, built up by a string of short detached sentences, while undeniably forceful, is apt to tire the reader. There is too much bing—bing—bing; the constant staccato movement becomes painfully monotonous, just as it does in music. The glaring defect of the story is that it lacks correlation of details. Two or three long sentences, binding together associated facts, would make this an admirable story in every way.

Despite office commandments it should be remembered that the long complex sentence has a real mission as a carrier of thought. It is especially serviceable in marshaling an array of facts more or less intimately connected. Added clearness may be achieved by balanced structure and the use of repeating, or echo, words. Notice this emphatic paragraph and its effective blending of the high lights:

Four bandits, two masked and all armed, held up the eight members of the office force of the R. T. Moorehouse Paper Company, Bridge and Thompson streets, Frankford, yesterday afternoon, shot Robert T. Moorehouse, president of the company, who offered strenuous resistance, and escaped with a payroll of \$3000.

Shortly after 4 o'clock the men drove up in a large gray touring car in front of an alleyway leading back to the offices of the paper company. All left the machine and walked to the office building, two remaining outside and the others, masked and with revolvers drawn, entered the front office and commanded all in sight to throw up their hands. The order was obeyed.

Whatever the type of sentence adopted, the reporter should not fail to exercise individual judgment and common sense if he is to make his story smooth and forceful. He must seek a rigid economy of time, space, and attention, qualities desirable in every well-built newspaper story.

Length of paragraphs. Just as the cast of sentences aims to bring ease and comfort to a rapid reader, just so does the paragraph exert a similar function. Long unbroken lines of solid type set in a narrow measure are uninviting. News-writers and copy-readers therefore break up their sentences into convenient divisions that allow glimpses of restful white space. Sometimes each individual

sentence may be paragraphed (notice the fire story quoted); more often two or three sentences are yoked together. The average length of the newspaper paragraph is fifty-six words, equivalent to eight lines of type. Exaggerated paragraphing for startling effects, however, is quite as objectionable as too little paragraphing. One line of typewriter copy equals two lines of print.

Acquiring newspaper style. The beginner, conscious of his own clumsiness in attempting to state his facts in concise, vigorous fashion, may well ask the question, "How may I secure this coveted journalistic style?" The answer is simple, "By working for it every day." This means adding new words and expressions to the vocabulary, studying good newspaper stories, patient revision of written copy, constant enthusiasm and interest. A man must *know* before he sets out to *write*. He must himself see clearly if he expects the reader to understand and relish his story. Once the inexperienced writer appreciates the significance of details and recognizes their relative importance, he will find less difficulty in giving them accurate expression. Good writing depends for its effectiveness upon knowledge born of clear perception, earnest thought, and never-ceasing effort to tell the truth.

Practice in the writing of newspaper stories under the critical eye of a discriminating city editor will bring facility as the days go by. Experience will teach the beginner many things; so will the office talk of capable fellow workers. Mistakes and failures will serve as guideposts.

Probably the most helpful suggestion, however, is that made by a veteran city editor, in his advice to an ambitious beginner in newspaper work:

Read Dickens until you can go out and describe the man you meet with almost as much detail as he did.

Read Shakespeare until you have absorbed something of the marvelous vocabulary he commanded.

Read the Bible until you have a glimmering of how its writers condensed. Paul's address on Mars Hill takes up little more than a "stick" of newspaper type. The entire story of the crucifixion is told in two sticks. Besides that, no book in the world contains such powerful, dramatic English. No book in the world is so much quoted. No book in the world, I believe, will help the newspaper man to learn to write for newspaper readers so much as the Bible.

Read newspapers — newspapers of the kind whose stories are interesting whether or not you know the places and the people mentioned in them.

There is no need of trying to copy the style of these writers whose works you read. Just absorb them, and if you have it in you to write there will come out, sometime, a style of your own.

Recognized office practices. Every paper of importance has a few rules of English or of style which are more or less peculiar to it. In most cases these rules are arbitrary, or seem to be; but there is a manifest value in uniformity, which leads the paper to insist on its rules being obeyed. They really constitute a style-book of good English, making for force and accuracy. A dictionary of verbal blunders common to newspapers, with a compilation of instructions to reporters and copy-readers, will be found in the Appendix. Study these matters closely so that they become a part of your equipment.

GOOD NEWSPAPER STORIES

NOTE. The accompanying stories are reprinted here to illustrate good newspaper diction, well-wrought sentences, and as exhibits of the rhetorical qualities of force, clearness, and compactness. It is suggested that they be assigned by teachers for classroom discussion, with special reference to the reporter's use of words and phrases.

I

CRIPPLE WALKS AS COUÉ URGES HIM ON

Émile Coué, the "better and better every day" man, made a "self-supposed" paralytic walk across the stage of Orchestra hall to-day before 3000 persons, gathered there to hear his first Chicago lecture on conscious autosuggestion.

The crowd had just begun to heckle the little, white-haired French chemist for not attending to the paralytic, Otto R. Kropf of Milwaukee, who was sitting helpless on the stage, one of twenty-seven volunteer subjects.

"Help the man with the cane!" the galleries shouted as M. Coué made his parting bow, after some perfunctory demonstrations of the possibilities of conscious autosuggestion.

HASN'T ZE MAGIC HAND

"But I am not ze healer," the little Frenchman shouted back at them, his white goatee bristling with fight. "I have not ze magic hand. Have I not explained?"

Half the crowd grumbled audibly; the other half applauded; M. Coué tried to make his way off the platform. As he passed the chair where Kropf was sitting he stopped and spoke. Kropf clutched at his hand and would not let him go.

The audience meanwhile had started shuffling out. Coué and his man were hidden in the group of volunteers. The whole drama took place under cover.

"It may be that I can help this man," M. Coué said. "If his trouble is psychic conscious autosuggestion will be good for him. If it is real paralysis—" He shrugged his shoulders.

Kropf said he had been unable to walk for a year.

"I just collapsed one day," he said. "I haven't walked since."

TELLS HIM TO CONCENTRATE

The little Frenchman told him to concentrate his mind on his helpless legs. "Keep saying, 'Ça passe! Ça passe!'" he said. "That means, 'It is passing.' Do you understand?"

Kropf nodded.

Coué then began gently stroking the man's legs, first slowly, then gradually swifter, while Kropf kept time with his "Ça passe" until it had become nothing more than a rapid "Pass-a-pass-a-pass."

Suddenly the Frenchman rose and clutched Kropf's arm.

"Now stand," he said. "You can walk. Do you believe it? Tell yourself you can walk. You can, you can, you can."

He swept the close-packed watchers aside and gently led Kropf along. Kropf kept his feet, though his legs behaved horribly, helplessly. He shuffled in short steps through the group of spectators. Then those left in the emptying auditorium sighted him and began to cheer.

"See! You are walking," Coué kept telling his man. "You are walking better. Your legs are better. Soon you will take a longer step. . . . Now! A stride! Faster! . . . Faster!"

CROWD ROARS APPLAUSE

Kropf lengthened his stride at each word of command until he was walking at a normal speed. His legs began to act a little more normally. The crowd's applause became a roar.

Still encouraging with his rapidly repeated "better, better, better," the little man slowly released Kropf's arm. Kropf, red-faced and perspiring, his eyes fairly popping from his head as he forced himself to concentrate, seemed not to notice.

He walked the full length of the stage unaided and rapidly. Then Coué forced him to sit and rest.

"Now are you satisfied?" he shouted at the cheering audience. The cheers were doubled.

Kropf sat limp in his chair, tears streaming down his face as he tried to stammer thanks.

To only one other of the twenty-seven did M. Coué give apparent help. He worked with several, but in vain. Howard Canter, 5945 Midway park, the victim of a nervous disorder, he seemed unable to help. A blind man was passed by. Others merely were advised to read of and practice autosuggestion.

A stammerer, however, spoke distinctly after just a moment's conversation with M. Coué. Curing stammering is the easiest task of conscious autosuggestion, the Frenchman has said repeatedly.

In the lecture which preceded the dramatic Kropf incident, M. Coué explained his theories briefly, disclaiming miraculous, even healing, powers.

"I am not a healer," he said. "I merely show you how to help yourself by using your imaginations."

SUGGESTS A NEW SLOGAN

The imagination is stronger than the will, he said, elaborating a principle suggested earlier in the day, when he laughingly advised Chicago to change its slogan from "I Will" to "I Am."

M. Coué arrived over the Michigan Central from Detroit early in the morning for his brief Chicago engagement.

He stood shivering in the bitter wind outside the Park row station—a somewhat pathetic figure in the decent Sunday black some thrifty Nancy tailor cut for his American tour—while the photographers had their way with him.

He looked frightened, but resolute, for all the world like one of those war-time pictures of a village hostage facing a firing squad. His lips moved constantly as the flashlights boomed, no doubt with some optimistic variant of "better and better"—"These reporters aren't mad; these reporters aren't mad."

For of all the phenomena encountered in this strange country the behavior of interviewers and press photographers puzzles the little chemist most.

"Oooh!" he exclaims, spreading eloquent hands, when you ask him about the ordeal by flashlight powder. "So many questions. How do you think of them?"

He looked like a reprieved convict when at last the sharpshooting ceased and he was on his way, with managers and secretaries, to the Blackstone hotel (it's a secret) to be interviewed about the phrase he has put on the lips of half the world: "Every day, in every way, I'm getting better and better."

PROOF OF DOCTRINE'S SPREAD

He had striking proof of the penetration of his doctrines as he pulled away from the station.

"Don't know who that there man is?" one red-cap said disdainfully to another. "Why, that's Cooley. Every day in every way I'm getting better and better."

M. Coué's managers had feared a waiting crowd of sick and crippled, but the earliness of the arrival saved them. In other cities the little chemist has been all but mobbed by men and women who think him a miracle worker. Precautions are to be taken to keep such crowds from him in the two days of his Chicago visit.

"But I am not a worker of miracles," M. Coué exclaimed when talking was possible. "Always I must explain this. I cannot touch with the hand. No! No! It is nosing like that!"

He speaks English well and clearly in private conversation, with just a trace of an accent, but his age and his shyness make him hard to understand on the platform.

IS FAMOUS BUT SHY

He is extremely shy. For all the fame that has come to him he remains the quiet chemist of Nancy who began studying hypnotism and so came upon the healing methods for which he has abandoned his pills and powders. He is embarrassed by the attentions of fashionable women and influential men. The crowds that lie in wait for him outside his dressing rooms and his hotel distress him. His little brown eyes always have a frightened look in them, except when he begins talking.

Then they sparkle and his hands tremble with eagerness and his unfashionably cut goatee is browned by an interminable succession of rapidly smoked cigarettes—gold-tipped cigarettes that surely would scandalize Nancy.

Twenty-two years have passed, he explained, since he began substituting autosuggestion for castor oil in his healing work in Nancy. He had been studying hypnotism. It occurred to him that some of the secrets of hypnotic influence might be applied to the curing of imaginary ailments.

"So many would not be sick at all," he said, "if they did not keep thinking themselves sick."

He began practicing on customers who seemed in no real need of his drugs. He induced them to say and repeat and keep repeating that they were not ill, but were getting better and better.

LET IMAGINATION DO IT

"It is just letting the imagination work," he said, in telling his story. "We have in ourselves a powerful instrument for good or evil—the imagination. If it thinks bad things, we become ill. If it thinks good things, we are happy. That is all."

His fame spread swiftly. Patients who had been helped told their neighbors about it. They told others, embroidering the story as like as not, until pilgrims began coming to Nancy for treatment by "the miracle man."

Nearly a hundred of them are at his door every day now. (They are among the reasons for his decision to sail back to France Saturday without going farther west than Chicago.) Twelve years ago even they became so numerous that M. Coué had to give up his chemist's business and devote all his time to healing by autosuggestion.

"To me they come from all over the world," he said. "I have had visitors from East Africa and Australia and your America."

He fished down into a tremendous inside pocket of his shapeless black coat and fetched up a disordered handful of letters.

LETTERS FROM THOSE CURED

"Look," he said, with boyish delight, passing out sample letters to be read. A stutterer, cured by the magic Coué phrase. A supposed paralytic, made to walk by his own imagination. A man who could not sleep until he visited Coué.

"It is just themselves," he said. "Any one can do it—if he will try, and will believe when he says he is getting better and better."

Americans are the readiest disciples he has found, M. Coué said. In this country he has been received with an enthusiasm which still has him short of breath. England is next, he said, and France most stubborn of all.

"Because I am a Frenchman, of course," he added.

Americans, indeed, have been too enthusiastic. In New York M. Coué's managers have to move him late at night from one hotel to another. Cripples, paralytics, consumptives, even insane persons had overrun the first hotel. They crowded the lobbies and forced their way even into the corridor outside the little old Frenchman's door, there to wait for a touch of his hand or the sound of his voice.

THINK TOUCH IS HEALING

In Boston, M. Coué was almost mobbed by the lame, the halt and the blind after his first lecture. A crowd had assembled outside the stage entrance. As the lecturer left the patients swarmed upon him. They wanted no advice. They demanded only that they be allowed to touch him and be cured.

Now his managers are more careful. They came into Chicago as unobtrusively as possible and will behave like conspirators in a mystery play while they are here. The Blackstone hotel management has been instructed not to admit that the Coué party is in the house. Room numbers are suppressed. Call one of the rooms by chance and you will be told that "it is against orders to ring."

"It is necessary to play this absurd game," said Lee Keedick, Coué's lecture manager. "If we did not take infinite precautions, the poor man would not have a minute's rest. He is too famous for his own good."

In some other cities M. Coué has held clinics. He will attempt none here.

HAS NO MAGIC POWERS

"If I could work miracles, it would be different," he said. "But I cannot. I have no magic powers. I have just a common-sense way of putting the imagination to work. And in one clinic this cannot be done. The results would be discouraging. One must have many clinics. Then improvement appears and good is done. In Chicago I have not the time."

He is, instead, to give four lectures at Orchestra hall—two today and two tomorrow. In those lectures he will expound in detail his theories about the use of autosuggestion in curing illnesses.

"I am hopeful that some day all physicians will make autosuggestion part of their equipment," he said. "I believe in drugs—I am a chemist. But I also believe in autosuggestion. American doctors have been open minded. We shall see."—GEORGE P. STONE, in Chicago *Daily News*

II

FORT DEARBORN BANKS MERGE

In a \$60,000,000 bank absorption, the Fort Dearborn National bank and the Fort Dearborn Trust and Savings bank were taken over by the two Continental and Commercial banks last night. All books and accounts were transferred by a force which labored all night.

This morning checks on Fort Dearborn accounts will be paid over the Continental and Commercial counters, and the largest bank west of New York stands behind a guaranty to pay \$60,000,000 of deposits dollar for dollar and penny for penny.

This action, which followed an all day session of the Chicago Clearing House association and leading financiers, happily averted the most serious bank crisis that has recently threatened the La Salle street district.

The amount paid the Fort Dearborn for good will is approximately \$1,250,000.

CHICAGO'S FINANCE IS SOUND

The taking over of the two banks removes the one weak spot in the financing center, so members of the clearing house declared last night, while the ease with which the \$60,000,000 absorption was accomplished—in less than four or five hours after George M. Reynolds of the Continental and Commercial had made his offer—is a striking demonstration of the solidity and soundness of Chicago's banking position.

The difficulties of the two Fort Dearborn institutions were attributed to over extension of credits. The two institutions, instead of confining themselves to banking, it is said, went into financing of manufacturing, merchandising, and real estate, and the business depression of the summer and autumn then froze up a large quantity of loans. Finally W. A. Tilden, president of the Fort Dearborn National bank, and his associates called in the clearing house committee and threw up their hands.

EXTENDED CONFERENCES HELD

Extended conferences were held by the Clearing House association. An examination of assets and liabilities was made, which led James B. Forgan of the First National bank and Mr. Reynolds of the Continental and Commercial to make offers to take over the Fort Dearborn properties. Last night the offer of the Continental and Commercial was accepted.

All obligations will be met dollar for dollar; no depositor will lose a cent; the only ones who stand to lose are the shareholders of the Fort Dearborn properties. Last night it was said by some that shares themselves will eventually pay off 50 to 75 cents on the dollar. Others estimated shareholders themselves may finally get dollar for dollar.

NEW PRESTIGE TO BANKS

The Continental and Commercial banks add still further to their prestige as the largest bank outside of New York through the merger. These allied banks will have total deposits of about \$400,000,000 and total resources exceeding \$525,000,000. The National bank has capital of \$25,000,000, surplus of \$15,000,000, and undivided profits of \$5,521,000. The state bank has capital of \$5,000,000, surplus of \$5,000,000, and undivided profits of \$2,267,000.

This banking group started with the old Continental National as a nucleus. In 1909 the Continental acquired the American Trust and Savings bank. In 1910 when it was merged with the old Commercial National the name was changed to the present title.

GUARANTY BY CLEARING HOUSE

The absorption entails the assumption of \$60,000,000 of liabilities. The Continental and Commercial banks are guaranteed against possible losses by the clearing house banks to the extent of \$2,500,000. The Fort Dearborn shareholders have made a further guaranty against loss of \$1,500,000, a total of \$4,000,000. In addition there is capital, surplus, and undivided profits of at least \$8,000,000. Financiers declared last night this is more than ample to take care of the estimated \$12,000,000 representing frozen assets of the Fort Dearborn banks.

MR. REYNOLDS' STATEMENT

The formal action in taking over the banks was announced by Mr. Reynolds as follows:

The Continental and Commercial National bank and the Continental and Commercial Trust and Savings bank have taken over the Fort Dearborn National bank and the Fort Dearborn Trust and Savings bank, respectively, as at the close of business Dec. 31, 1921.

All deposits in the Fort Dearborn National bank and in the Fort Dearborn Trust and Savings bank have been guaranteed by the Continental and Commercial National bank and the Continental and Commercial Trust and Savings bank, respectively, and checks drawn against accounts in the Fort Dearborn National bank will be honored by the Continental and Commercial National bank, and deposits, including savings accounts in the Fort Dearborn Trust and Savings bank, will be placed to the credit of the depositors on the books of the Continental and Commercial Trust and Savings bank.

The business heretofore carried on by the Fort Dearborn National bank and the Fort Dearborn Trust and Savings bank will hereafter be conducted by the Continental and Commercial National bank and the Continental and Commercial Trust and Savings bank, respectively, at their offices, 208 South La Salle street.

BACKED EARL MOTORS, INC.

The obligations of Edward Tilden & Co. are estimated at about \$6,800,000, and of this amount about \$4,000,000 represents borrowings from banks in various states with Fort Dearborn bank stock and some other securities pledged as collateral. It was said last night that the estate in numerous instances had been asked to replace the bank stock with other collateral, but was unable to do so on short notice.

The Tilden interests were largely behind the recent reorganization of the Briscoe Motor company into Earl Motors, Inc. It is understood the estate took a major portion of an issue of \$2,500,000 of new bonds and considerable new common stock, of which 200,000 shares were issued at \$10 a share. Altogether it was estimated the estate purchased about \$4,000,000 in new

securities. The common stock recently has shown sharp depreciation in market value.

The Chicago house of Merrill Cox & Co., note brokers, had close business relations with the Fort Dearborn banks, its vice president being Averill Tilden.

The New York house of Merrill Cox & Co. is not involved in any way, so it is stated.—ARTHUR EVANS, in the *Chicago Tribune*

III

BURIAL OF THE UNKNOWN SOLDIER

WASHINGTON, NOV. 11 (by the Associated Press).—Laid to rest with all the honors a grateful nation could pay, the unknown hero from France was bivouacked among the gallant dead today in Arlington National Cemetery.

The highest officers of the Army and Navy walked beside his coffin; none but the hands of gallant comrades of the great war laid hands upon it. President Harding walked behind his bier to do him homage; former President Wilson made his first public appearance in months; General Pershing turned aside an opportunity to ride and trudged beside the body to the last resting place. Representatives of foreign governments reverently laid their highest military decorations on his casket and with soil from France where he fell unknown, he was laid away.

Minute guns at Fort Myer boomed their continuous tribute as the funeral procession was passing from the Capitol to the great marble amphitheater in Arlington, where the ceremonies were opened with the playing of "The Star Spangled Banner" by the Marine Band.

Under an autumn haze, gilded with shafts of light that broke down everywhere, the cortege swung into Pennsylvania Avenue, the nation's way of victory. Ahead, the broad sweep of the avenue was banked solidly with people crowded closely for a glimpse of the cortege, of the President, who walked behind the casket, and of all the famous men who trudged in the column to pay honor to the dead.

It seemed more like the celebration of a great victory than a funeral. Everywhere flags waved. They fluttered in clusters and snapped and glittered in the sun's changing beams. They were arranged to commemorate the opening of the arms conference Saturday. But the gay bunting paid its first tribute to the passing of the Unknown Hero.

As the procession started, Major General Bandholtz riding at the fore, the gleam of bright metal showed on the breasts of the khaki clad legion trooping behind him. By general order, every officer and man of the army and navy who took part wore today his medals and decorations conferred by a grateful people. There were no foreign decorations to be seen. The

Distinguished Service Cross, the Distinguished Service Medal, the Victory Medal and tokens that spoke of high deeds in older wars, alone were in evidence.

The avenue was free of obstruction, from the great gray bulk of the Capitol on its hill to the eastern end, to the pillared front of the Treasury nearly a mile away. Even the trees that spread a relieving band of green and grateful shade along the way under summer suns, stood with branches almost stripped of leaves; only here and there a clustering mass of yellow or autumn bronze hid the view from the windows, crowded with faces, that looked down on the broad way.

Former President Wilson, riding in a carriage with Mrs. Wilson, joined the procession as it swung around the north end of the Capitol. As he turned into Pennsylvania Avenue the crowds along the way cheered him. A fringe of boy scouts, armed with white staffs, and also police, stood close along the ropes that held back the quiet crowds as the funeral train moved along at shorter step than the army knows, because of the old men who defied infirmities of age to walk behind the nation's nameless one of fame.

There was little cheering and no waving of flags, but the great hush of respect for the dead. First came a row of motorcycle police, then the mounted officers, then Major General Bandholtz and his staff, horses dancing a little in the cool air and under the restraint of the bridle.

Then a great army band, the solemn strains of a funeral dirge, its cadences marked by the thud of muffled drums.

Next moved the first of the soldier and sailor escort, a platoon of infantry with fixed bayonets gleaming, behind them the war colored carts of horse-drawn machine guns. They moved in the square block formation and behind these, in the same solid blocks, came the sailors, white-hatted and with long streamers of crape drooping from their colors.

Then came the clergy, headed by Bishop Brent, former Senior Chaplain of the A. E. F., who later was to commit the body to the tomb. With him were Chaplain Lazaron of the Reserve and Chaplains Frasier of the Navy and Axton of the Army.

Immediately behind them rolled the flag-draped coffin borne on the caisson, with the honorary pallbearers, all admirals and generals, marching on the outside of the column beside it and the eight distinguished living heroes selected as body bearers walking on the inside of the column. Hats came off in the crowds as the solemn moment passed.

Six black horses with drivers rigid in the saddle drew the funeral car on the gun limber. The simple flag-wrapped casket rode high, with only a handful of the flowers and tokens that had been lavished to deck it. Among them lay the withered cluster of French blossoms that had come with him all the journey home.

Immediately following the Unknown Hero's body walked President Harding and General Pershing side by side, with their aides at a short distance. Admiral Coontz, Vice-President Coolidge, Admiral Jones, commanding the Atlantic Fleet, and Chief Justice Taft came next.

The President and the man who led the American armies overseas walked almost alone. The President was clad in black mourning dress with silk hat and marched step for step with General Pershing, who wore of his many war decorations only the Victory Medal that every comrade of the war may wear.

Former President Wilson was to have come next in the line, according to programme, but having arrived late at the start he took a place further back.

The Supreme Court followed and then Lieutenant Generals Young and Miles, former commanders of the army. Then came the Cabinet, marching in two lines, Governors of some States followed, and then Major General Lejeune, commander of the Marine Corps, and Senator Cummins, President *pro tempore* of the Senate. Then came members of the Senate marching in column of eights. Speaker Gillet and members of the House of Representatives came next.

Holders of the Medal of Honor marched eight abreast. Then came one hundred and thirty-two representatives of all who served in the World War coming not more than three from a State. War veteran societies followed.

It was 9.15 o'clock when the head of the procession reached the White House. When the caisson had passed, President Harding turned out of his place in the line and, after passing through the executive officers, went to the front of the White House grounds to review the remainder of the line as it passed on its way to Arlington. The President later took a motor car for the amphitheater.

While the President was reviewing the procession, there came a moment's delay and he stepped into the street and shook hands with the Medal of Honor Men.

When former President Wilson passed in his carriage, Mr. Harding saluted him by taking off his hat and the former President returned the salute. The crowd cheered. The reverent silence all along the line had only been broken by handclapping and some cheers as the former President passed by. After passing the White House, Mr. Wilson's carriage turned out of the procession and drove him home.

It was Mr. Wilson's first public appearance since March 4, when he rode up Pennsylvania Avenue with President Harding. The comment was heard in the crowd that the former President, long a sick man, looked better than many folk expected.

Although many of the notables followed President Harding's lead and turned out of the procession at the White House, General Pershing with Secretary Weeks and Secretary Denby, however, continued on the long march to Arlington.

While the remainder of the procession was winding its way to Arlington the great amphitheater was filling with the guests invited to the ceremony. The body was to arrive there, according to programme, at 11.15 o'clock.

After winding its way between the long lines of a reverent multitude in the streets of the Capital, the funeral procession toiled up the long hill leading to Arlington, arriving at the main gates a little after 11 o'clock. The invited guests had begun to assemble long before within the white marble walls of the amphitheater overlooking the still-flowing Potomac and the Capital itself nestling in the blue haze of a fall day. The guests, including great chieftains of the war, were seated in the boxes and on the long rows of marble benches and thousands were standing. Thousands more stood outside, or anywhere merely to be near.

The first strains of Chopin's "Funeral March" heralded the coming of the Unknown to his great honors.

Far out among the trees toward the fort the dull dun color of moving troops showed and, marching half-step to the throbbing, muffled beat of the drums, the Marine Band swung slowly out to circle the great colonnade to the entrance where the surpliced choir waited.

Just before 11.15 o'clock the caisson rolled up to the west entrance and the flag-draped coffin was removed by the body-bearers.

The solemn chords of a hymn joined the deep notes of the band. The choir sang "The Son of God Goes Forth to War" and the telephone amplifiers caught up the notes and threw them out over the land to the thousands standing as far away as San Francisco.

Preceded by the choir and the clergy, the coffin was borne through the west entrance around the right colonnade to the apse and was placed on the catafalque.

The great audience rose and stood uncovered as it passed in, followed by General Pershing and the distinguished officers of the army and navy as mourners.

On its simple base, a hundred yards from where it will lie for all eternity, the casket of America's Unknown rested as though supported by a mountain of blossoms of every color and kind from nations all over the world.

Marshal Foch and his staff came in with all his war medals across his breast. General Jacques, the Belgian chief, also came and the two strolled about the marble colonnade behind their boxes exchanging greetings. General Diaz of Italy joined them. Together, the three moved with the Japanese Mission to the place where the body lay.

Ambassador Geddes, in full British diplomatic uniform, brought flower offerings for the dead from England's King, with a guard of British officers.

Chief Plenty Coos of the Crow Indians, attired in full war regalia, feathered bonnet, furs and skins of variegated colors, was seated on the platform, joining the group of distinguished military leaders from Europe.

Thus the uniform of the first Americans took its place with those of its Allied Powers in the last war. A group of Indian braves appeared in the audience, tiptoeing in their beaded moccasins down the aisle to their seats.

Premier Briand of France was among the last to arrive. As former President Taft took his seat Admiral Beatty appeared, surrounded by his officers.

Exactly on time, at 11.50 o'clock, President and Mrs. Harding came in and took their places.

Almost immediately the Marine Band began to play "The Star Spangled Banner," the silver notes echoing down over the river valley and up into the arches of the wooded hills. At the conclusion of the anthem, Chaplain Axton pronounced the invocation as follows:

Almighty God, our gracious Father: in simple faith and trust we seek Thy blessing. Help us fittingly to honor our unknown soldiers who gave their all in laying sure foundations of international commonweal. Help us to keep clear the obligation we have toward all worthy soldiers, living and dead, that their sacrifices and their valor fade not from our memory. Temper our sorrow, we pray Thee, through the assurance, which came from the sweetest lips that ever uttered words, "Blessed are they that mourn, for they shall be comforted." Be Thou our comforter.

Facing the events of the morrow, when from the work bench of the world there will be taken an unusual task, we ask Thou wilt accord exceptional judgment, foresight and tactfulness of approach to those who seek to bring about a better understanding among men and nations, to the end that discord, which provokes war, may disappear and that there may be world tranquillity.

Hear us, O Lord, as now, in obedience to the call of our President, there sounds throughout the land the national Angelus calling to prayer, and we stand with bowed heads and reverent hearts in silent thanks for valor and valorous lives and in supplication for divine mercy and blessing upon our beloved country: "And upon the nations of the earth: and to Thee, Wonderful Counsellor, Mighty God, Everlasting Father, Prince of Peace, shall be ascribed all glory and honor forever. Amen."

As the chaplain concluded the invocation the sudden, clear note of the army trumpet call "Attention" marked noon and the Nation-wide two-minute pause. The whole company stood bowed in silence.

[The transmission of this despatch was interrupted for two minutes at this point while all employees of the Associated Press stood at attention.]

There was absolute silence, a hush as if the world had stopped. The opening notes of "America" signalled the ending of the two-minute period and the great chorus was caught up and swept over the hills, the thousands outside joining in the mighty hymn of love of country.

As the last great note died away Secretary Weeks stepped to his place beside the bier for his brief speech as master of ceremonies. He said:

We are gathered, not to mourn the passing of a great General or other conspicuous person, but an unknown soldier of the Republic, who fought to sustain a great cause for which he gave his life. Whether he came from the North, the

South, the East or the West, we do not know. Neither do we know his name, his lineage or any other fact relating to his life or death, but we do know that he was a typical American who responded to his country's call and that he now sleeps with the heroes.

We, who are gathered here in such numbers, are simply representative of all the people of the United States, who are here in spirit and whose sentiments have been more deeply stirred by this event than any in the life of our country. These sentiments can only be adequately expressed by one citizen—the President of the United States.

Immediately afterward President Harding began delivering his address—a tribute in the name of the American people to the man who slept beneath the flag.

As Mr. Harding spoke, the sun drove through the haze and splashed the whole great gathering with golden light, as though it also would lay its life-giving hand in commendation on the humble, faithful servant at rest.

There was unbroken silence as the President spoke. Every tone of his voice showed the emotion he felt as he read slowly and distinctly so that his words might be caught by the electric appliances and sent winging across the nation to gatherings listening beside the far Pacific, at San Francisco, and another multitude drawn together in mourning in New York.

As the President concluded a clear blue sky spread above the white bowl, turned up from the green hills below, as though it also offered a tribute of emotion and high feeling to the mystery beyond, into which the lonely sleeper had gone forever. It was as though all the solemn words and chords were lifted up to Him above.

The warming sun rained down its rays on those gathered to do honor to the dead. Its beams struck in beneath the pillars of the colonnade to paint the white arches with dark, gold-toned shadows over the heads of the great men standing there in tribute.

There was a dramatic moment as the President concluded, when, touching on the coming conference in Washington, he said it should be the beginning of a better civilization, a more lasting peace, and then ended his address with a recitation of the Lord's Prayer in which thousands joined, their strong, earnest tones rolling up the pledge of faith to the sunlight above.

At the conclusion of the prayer a quartet of singers from the Metropolitan Opera House of New York sang "The Supreme Sacrifice."

Oh, valiant hearts, who to your glory come,
Through dust of conflict and through battle flame.
Tranquil you lie, your knightly virtue proved.
Your memory hallowed in the land you loved.

The voices chanted, and those other valiant hearts asleep all about on the slopes of Arlington must have heard and felt it was for them also that America made this day her own and theirs.

Major Fenton of the General Staff then stepped forward and handed to Secretary Weeks the velvet-lined boxes containing the Nation's highest token of valor. Secretary Weeks took the Congressional Medal of Honor and the Distinguished Service Cross from their cases and handed them to President Harding. The President leaned over the casket and, side by side at the head, pinned both in place.

Then Lieutenant General Baron Jacques of Belgium stepped forward. He paused beside the casket, then clutching the Belgian Croix de Guerre on his own breast, tore it from the cloth of his tunic to pin it on the flag-draped casket. The Belgian Chief stepped back and his hand shot to his cap brim in salute.

The Victoria Cross, Britain's most prized war decoration, never before placed on the breast of a man not a British subject, was next bestowed. Earl Beatty, Admiral of the Fleet, set it on the flag and saluted as he stepped back.

Then General, the Earl of Cavan, representing the King of England in person, spoke briefly of the services this humble soldier had rendered not only to America but to the world there in France.

Marshal Foch of France, with every show of feeling, placed above the quiet breast the Medaille Militaire and the Croix de Guerre. He cited this dead soldier for valor, speaking in French, saluted and turned away to let General Diaz bring forward and pin in place Italy's Gold Medal for bravery.

In order, the Roumanian Virtutea Militaea was added to the gleaming row on the casket by Prince Bibesco, Rumanian Minister, the Czecho-Slovak War Cross by Dr. Stepaner, Minister here, and the Virtuti Militari by Prince Lubomirski, Polish Minister. Cuba also bestowed her gift upon the soldier dead.

At the conclusion of that part of the ceremony the quartet sang: "Oh, God, Our Help in Ages Past," and Chaplain Lazon read a psalm. Then there was a soprano solo, "I Know That My Redeemer Liveth," and Chaplain Frazier read the Scripture Lesson.

Accompanied by the band and led by the quartet, the great audience lifted its voice in "Nearer, My God to Thee," the deathbed hymn of the martyred McKinley.

That completed the ceremonies for that part, and the coffin was next borne from the apse and out to the sarcophagus, preceded by the clergy and followed by the pallbearers, the President and Mrs. Harding, Vice-President and Mrs. Coolidge, the senior foreign delegates to the Arms Conference, Secretary Hughes, Secretary Weeks, Secretary Denby, the foreign officers who had left decorations, General Pershing and the others who had been seated in the apse in the amphitheater.

Meanwhile, the band played in measured tones "Our Honored Dead."

The ceremony of committing the Unknown Hero to the stone crypt with earth from the soil of France then followed, conducted by Bishop Brent. As the body was committed to the crypt the last moment of the solemn ceremony was at hand. At slow half step to the dirge-like music of the band the casket was carried out to the moulded stone work that surrounds the resting place. The band played "Lead, Kindly Light" as the pall-bearers laid the casket on the silver railing over the crypt. Generals and admirals of the Unknown Soldier's guard stood bareheaded.

Out over the rolling slope below thousands more also stood in reverence.

Bishop Brent stepped to the casket to read the burial service, and the wreaths and flowers were brought forward.

As the casket was placed the body-bearers gave place to the high officers, headed by Major General Harbord and Admiral Rodman, who lowered it tenderly into the crypt.

The last wreaths were placed by war mothers. Mrs. R. Emmitt Digney laid in place the token of American mothers whose sons died in the war. For British mothers, Mrs. Julia McCudden placed the treasured English flowers she brought all the way to lay at the bier.

Then the Indian Chief, Plenty Coos, in the splendor of his tribal costume, laid his coup stick and the war bonnet from his head on the tomb.

A crashing salvo of artillery roared. Three rolling, thundering blasts sounded while the long lines of troops stood at "present arms." Then "taps," the soldier's requiem, sounded, to be followed by a quick booming of twenty-one guns, the National salute.

America's Unknown Hero was at rest in his majestic shrine among the quiet hills. He lies unknown but not unhonored nor unsung.

KIRKE L. SIMPSON, of the Associated Press

PRACTICE ASSIGNMENTS

FAULTY NEWSPAPER DICTION

The following specimens, clipped from various newspapers, violate the canons of good writing. Some of the sentences are long and unwieldy; simplify them. Many of the words used show the author's bias, and are often pompous, in bad taste, or lacking in specific information; find substitutes. In a dozen instances too many words have been used; try your hand at compactness and emphasis. Make any other changes that will bring improvement. *First examine the list of words and phrases in the Appendix.*

1. They passed up a large safe containing the bank funds and broke into a smaller one, getting \$300 in nickels.

2. Attorney A. F. Goodnight leaves for Decatur tonight to confer with Attorney C. E. DeGross, chief counsel for Rev. Hugh Smith, concerning the case, which will come up here next Saturday, at which time the defense will answer the bill of particulars filed by the prosecution last Saturday setting forth the points upon which they will attempt to prove their charges of conspiracy against the minister.

3. After a long illness, the soul of George C. Beckner has taken its flight to celestial realms above, and the tired body is at rest. Mr. Beckner suffered for many months of an incurable ailment and on Sunday morning, January 6th, peacefully passed away and a city of friends join with his immediate family in mourning his departure. While it was long known that this genial, kind-hearted old citizen could not again recover, yet his pleasant smile and friendly greeting was confidently looked for at his home, by those with whom he was wont to chat for a few moments when he was able to walk about.

4. Disturbers, who attempted Saturday night to break up a dance at Mike Masaika's hall in Spring Valley, given by the Sons of Lithuania, quickly found out who was running the place. When the free-for-all started, Mike quickly grabbed a club and began cleaning house.

5. The fact that a cabaret performance will be given during the time of the dinner should make the occasion appeal to any one who are expecting to be hungry between noon of the twenty-second and the morning of the twenty-third.

6. She passed to the great beyond January 11, 1916.

7. Everyone in the cast enjoyed the play to which they had given so much of their time and enthusiasm.

8. The only hope of the development of an understanding between the several nations of the world whose delegates are apparently seeking a way out of the costly and demoralizing program of armament that the war suggests is mutual friendliness, respect and assurance that each is sincere in its protestations of a desire for a continuation of peace and honest in its expression of a willingness to do its part in the consummation of such a relationship between governments and peoples.

9. This game was as closely contested as is usually seen, for from the beginning of the game the contestants were never separated by more than five points, and most of the time it was two and three—but the Marietta boys managed to hold their lead throughout the game, but that didn't keep the Marietta fans from being worried all the time and immensely interested in the game.

10. The bicycle thieves also were busy for twenty-two were reported stolen.

11. He analyzed the great change coming over the schools through the endeavoring to advance education by the Project Method.

12. Ten weary women and two worn men, exhausted by a night of torturing mental struggle, came slowly up the hill to the Hall of Justice today with the life of a man in their hands.

13. Guy Roberts, one of the popular younger attorneys of Marietta, is in bed with a wound in his right thigh which will keep him in bed for a couple of weeks or so. It seems that he was going into Collins Brothers drug store Saturday night when he heard a shot behind him and had a sort of peculiar sensation, but he did not think of being shot and seemed to have no knowledge of having been shot until after he had purchased some cigars and then reached for his money and noticed blood.

14. She probably had internal injuries, the shock of it all being more than she was able to hold up against.

15. There was an awful mixup at a funeral in St. Joe, Mo., lately. The day was pleasant and so the funeral was given on an upstairs porch, which caved in, and the corpse, the officiating minister, mourners, guests and pallbearers were hurled to the ground 30 feet below.

16. The year past has been a busy one and we can safely say that the membership have a better feeling toward the organization than they had at the beginning of the year.

17. Miss Olive Parsons, who has been under the doctor's care, is convalescent at present.

18. Members of the club are to pass upon the matter soon in a ballot by mail, which will indicate the sentiment of the membership.

19. Several unique and interesting Xmas programs were given in the local public schools last Friday morning.

20. Having locked the barn and retired to the house, the fire in the hayloft was not soon discovered.

21. Many relatives and friends were present and a bountiful feast was spread at 11:30 and in the afternoon a quilting took place and later a peanut parching and music and singing and a most pleasant day was enjoyed by all, and everybody left happy and hoping Mr. Kendall would live to celebrate many more birthdays in as enjoyable a manner as this one, with all his children and grandchildren.

22. The fact that Tipton's gun was loaded with old ammunition and that when it was fired the powder was only powerful enough to start the projectile through the bore, leaving a part of it still protruding from the breach, stopping the mechanism and jamming the gun, is responsible probably for the fact that the two women are alive today, according to Motorcycle Patrol Sergeant Bert Lipsey, the first officer on the scene of the shooting.

23. The annual joint maneuvers of the Atlantic and Pacific fleets which were to be held in Panama Bay in February and March, of this year, may perhaps be abandoned.

24. No one else but the mother was with the sick child at the time.

25. A well prepared and bountiful dinner was served, after which the guests, 18 in number, were taken to the theatre for entertainment. All thoroughly enjoyed the evening.

26. Tipsy, bibulous and celebrating residents, all carrying hip liquor, made a night of it, with the result that many a pledge was signed as the celebrators awoke the next day with a big head and a dark brown taste.

27. The first baby born at the Victory hospital was a son, to Mr. and Mrs. Howard Brown of 2564 Murray Avenue, North Chicago, which arrived at 12:30 a.m.

28. The actions caused the authorities to investigate, it being charged that when he heard about his house being on fire didn't even go near it and seemed to be unconcerned.

29. Attorney W. R. Damon has turned over the deed, which will be accepted by the board tonight, which will in turn pay the approximately \$9,000, the amount representing what James E. Bishop advanced on it during the life of the Damons, and also the court costs in establishing ownership.

30. The conflagration began on Friday, and efforts to extinguish the blaze proved stubborn until all entrances to the level were closed and the fire allowed to smother.

31. Bandits, numbering more than twenty, today overpowered five guards at the Blue Bottle Distillery here, locked them in the office of the plant, and looted the distillery of over 300 cases of the best bonded whiskey.

32. He found Miss Smith lying face down on the floor, her body stiff in death.

33. Private watch night parties didn't break up until the wee hours. Society folk, who attended the Bonor ball, scattered into private parties for the evening's windup. Clubs gathered their usual quota. It was a gay and gorgeous night.

34. Turning back the pages of history Mr. Cooke told how both of them had studied law in a loft at night by flickering candle-light.

35. The acceptance of the Upton estate, located at the north end of Green street, for park purposes, the wish of the Uptons, means that the city acquires for a park one of the most beautiful properties in the entire city, and the expense to the city is less than one-fourth its actual worth, it being estimated that this tract is worth between \$40,000 and \$50,000.

+36. There were five lacerated wounds in Mr. Buxton's scalp, from one to two and a half inches long, several punctures of the scalp, his fourth and fifth right ribs were broken, one of his wrists was fractured, one finger cut off, besides multiple contusions of the body, and a probable fracture at the base of the skull.

37. These points are on the program for the development in the schools to enliven and create the proper influences about the child to be original and think for himself rather than to be automatic and be an iron man run by machinery.

38. After the meal, with President Starrett presiding in his usual capable manner, took place the election of president.

39. This show was formally opened on Wednesday with a splendid opening day attendance, and each succeeding day showed an increase, the best of these, however, was Thursday, when more than 1200 people jammed the large auditorium.

40. Kiddies had a whizz-bang good time at the Woman's Club party given Wednesday afternoon. The grown-ups also enjoyed the occasion, which is an annual affair with the Club.

41. Our Hastings High Girls' basket ball team came home from their Grand Rapids game with the "Y. W." team there Monday night in a very jubilant frame of mind, for they had the one to the good side of the 25 to 26 score in the closely contested game that was played.

42. No other city in Illinois has done more along this line than has Princeton.

43. Within a short space of time after entering the woods, Dr. Huff paused to rest with his thumb over the mouth of the barrel of his gun.

44. The next Brotherhood meeting will no doubt be one of the best for the year. It will be addressed by Dr. Voelker, the new president of Olivet College, and one of the state's best speakers. He is a very gifted man, and will give a message which everyone will be glad to hear.

45. These have been the most dangerous crossings in the city and it is a very good thing that North Shore Company have put extra caution on them.

46. The Adelphoi club of Christ church will hold their regular meeting this evening at the Parish house, which will be followed by a party.

47. Two men were surprised by Nelson Ruffin, night policeman, when in the act of robbing the Denver pool and billiard room shortly after 2 o'clock Thursday morning, but made their escape by breaking through the plate glass window in the front door after the policeman tried to corner them from the rear, where they had entered the building.

48. This evening at the Country club an informal dancing party will be held which promises to be a very enjoyable affair.

49. President Scott speaks as an authority, based not only on his work with the personnel staff of the United States army during the world war but by reason of experience gained at the Carnegie institute of Technology, where mental alertness tests were perfected, and later, by his guidance of

the destinies of the Scott company, a private corporation performing service of this nature for American industry.

50. James Grace, better known in this city and vicinity as "Jim," died quite suddenly and unexpectedly at his home in the first ward Sunday morning, aged 52 years. For many years he had been a great sufferer from stomach trouble, and on the day previous to his death had been up and at work. Deceased was born in this city and spent his entire life here. He was a painter and paper hanger by trade, and in his line was a workman of more than ordinary ability. Quiet and reserved by nature, he appreciated his friends and was loyal to them.

51. Operatives who are employed by the Rochester Can Company have participated in the division of a \$26,000 Christmas bonus.

52. That is the reason why our stores are selling a large volume of goods, notwithstanding the general depression.

53. Rev. Paul Atchison of East St. Louis is rapidly recovering from an illness which has been with him for several months.

54. Many hundred of Atchison people will be saddened and there will be universal grief in the Bean lake community over the news of the sudden death of Mrs. Ben Bradley, who died at the Atchison hospital at 11 o'clock last night.

55. At the present time she has seven ex-husbands.

56. The High School jazz orchestra furnished music, which with added noise from the tin horns of the club members, furnished ample justification to forget all formality.

57. According to the records compiled at Tuskegee Institute by the Department of Records and Research, Monroe N. Work, in charge, there were 72 instances in which officers of the law prevented lynchings.

58. It was stated as an actual fact that there had been a falling off of some 2,000,000 bushels in white potato production in Illinois in the year 1921.

59. Pink eye is visiting Mrs. Elmer Thayer and children.

60. Some one with a knowledge of the interior of Norman Lodell's poultry yard and house recently made off with two of Norm's very best roosters.

61. As a comic strip the antics of Mr. and Mrs. Jiggs may be a howling success, but Baker Falk of Kenosha, who claims to be Jiggs in the flesh, howls with pain and regret as a result of the alleged activities of his "Maggie," who answers to the name of Hazel. Falk in a bill for divorce filed today in the circuit court here charges his wife "beaned" him with a stove poker Oct. 5 and that she gave him a chair for Christmas, but did it with such force he was all skinned up.

62. We here in Fort Atkinson should be thankful that things are as good as they are, for we could go to many other places, some of them not far distant, and find things much worse. Our factories are in operation pretty close to normal capacity, and although there has been a certain amount of hardship Fort Atkinson is nevertheless prosperous, and with an increased spirit of optimism times should grow better.

63. Beloved as she was by all who knew her well enough to appreciate her wonderful character and her womanly qualities, her unexpected death will be a distressing shock to innumerable persons. The grief of the members of her family and of her neighbors in Missouri is shared by her hosts of friends and admirers in Atchison. Atchison people have known Mrs. Kidd for many years and have always had a warm spot in their heart for her. She was one of the best outside friends Atchison has ever had. Mrs. Kidd was an extraordinary woman, and there are few persons in this part of the country as widely known. It was said of her that she was "the woman who made Bean lake famous," as she was a pioneer in the summer resort business at the lake. Mrs. Kidd's grove for the last several years has been the most popular summer resort in Western Missouri.

64. In the resolutions offered by the mass meeting the present county commissioners were commended for having "laid out a comprehensive plan, somewhat like the Greater Chicago plan, for development of the land now owned and hereafter to be acquired by the Forest Preserve District, including disposal of sewage, construction of dams and bathing beaches, construction of golf links and playgrounds, erection of camps for Boy Scouts and Camp Fire Girls, and the poor children of Chicago, construction of comfort stations, driveways and paths, and the development of the Zoölogical gardens at Riverside."

65. Before any gasoline or kerosene filling station can be maintained or operated within the city limits of Northfield the owners must have a permit from the city council, as a result of the final passage by the council Tuesday evening of the ordinance relating to filling stations.

66. Since the eye opening exposes as regards shooting ability of the team in the last two games Coach Evans has been drilling his men on fast shots from every angle and from every position.

67. So involved became the insanity proceedings before Judge Righeimer yesterday in the Psychopathic hospital, in which Miss Helen Lisne, a nurse, 14 Platt Court, was being tried on petition of Harry Lee, a law clerk, whom she had accused of cruelty, that Judge Righeimer exclaimed: "There is lying on both sides."

68. It is true that many contract severe colds and recover from them without taking any precaution or any treatment and a knowledge of this fact leads others to take their chances instead of giving their colds the needed attention and it should be borne in mind that every cold weakens

the lungs, lowers the vitality, makes the system less able to stand the next attack and paves the way for many more serious diseases.

69. He has gone to Sheldon where he can be closer to the physician's care.

70. By the time he and others got to the house it was a mass of flames in the kitchen part.

71. F. B. Dougherty and Charles Hoffman were hauling corn fodder Tuesday when a loaded rack turned with the men beneath; the older Mr. Dougherty was badly bruised and will feel the effects for some time to come.

72. Governor Neff has offered the first reward offered by him since he has been governor for the arrest and conviction of the person or persons who shot and killed Constable John Funk of Van Zandt county, who was attempting to arrest men engaged in operating a still.

73. The Christmas entertainments held in the local churches might be termed the best ever. The M. E. Church was beautifully decorated in cut spruce and Christmas colors, the church was filled to its greatest capacity. The feature of the evening's entertainment was a playlet entitled "Santa Claus's Home" and "Baby's Male Quartet" both of which met with the highest approval of all present.

74. Michael Paden, Princeton painter and decorator, and member of the Princeton Game and Fish Club, had a narrow escape from drowning Friday afternoon when a boat in which he was duck hunting on the grounds of the Club at Goose Pond, capsized, plunging him into the ice-cold waters of the lake.

75. As the stock subscription price was \$82.50 that first year, it is easy to see that the stock in the end did not cost the subscriber anything if he held his shares for the five-year period and he had money in addition to the cost. The result of that first five-year employees' melon cutting did much to make all employees subscribing for steel stock keen to hold their shares against any temptation to sell and take a fleeting profit.

76. All parents and the public generally are invited to attend this meeting, but the mothers of the county are especially invited to attend this lecture, which is one of the finest to be delivered in Marietta in many a day.

77. The first impact of the train and the second crash against the box car completely demolished the automobile, reducing it to mere splinters and broken and twisted pieces of metal, and gave the victims a shock and injuries from which they never recovered.

78. In opening the hall for the boys, speeches were made by Dr. I. A. White, and others, and the boys were ready and quick with expressions of approval or otherwise.

79. There stood the airedale on the front seat guarding the car and ready to protect the property.

80. Prospects for a 16 ounce loaf of bread for five cents are remote as far as Elgin is concerned, according to local bakers, who continue to explain why present prices are likely to continue for some time to come.

81. President Scott was present and made a speech.

82. The service began at 11:30, when Prof. John F. Gray of Carleton read a beautiful poem by Bryan Hooker, which, Mr. Gray explained, was sung to music written by the late Horatio Parker at the time of the dedication in 1919 of the Yale memorial tablets in honor of the 221 Yale men who died in the war.

83. With this issue the *Daily Sun* presents a new feature, a full page of news and advertising for the readers and advertisers in the southern part of the city, believing that this will stimulate business and be the means of presenting more news of interest to those in that section, as well as adding materially to the volume of news now to be found daily in the *Sun*.

84. Professor E. F. Wilbur together with Miss Grace Stokes of the Iowa State Teachers College will discuss arithmetic and art in the study classes.

85. The various company commanders have taken the necessary steps to have their men in readiness for an emergency.

86. The audience rose to their feet as one man when the alarm was given.

87. This event marks the opening of the winter's social activities in this busy organization to which the members are looking forward with interest.

88. Prompt action on the part of Sheriff Samuel E. Lowery last Friday led to the arrest here of Roy Bayes, a native of Brooks county and who was wanted in connection with the robbing of the State Bank of Carthage.

89. The fire which destroyed the mattress and bedding was believed to be due to cigarette smoking in bed.

90. His life was singularly successful and his death cut loving hearts to the quick.

CHAPTER IV

GATHERING THE FACTS

§ 1

THE LOCAL FIELD

Making contact with news. A stirring scene in a recent moving-picture film represents a reporter hidden behind a screen in the office of a political boss at the moment when he is instructing his henchmen how to jam a street-car franchise through the city council. The reporter has been admitted to the office by the politician's stenographer, who happened to be the fiancée of the reporter. The film shows him taking exhaustive notes of the proceedings, in preparation for a "scoop" that will rock the city to its foundations.

Such a representation of a reporter brings amusement to any real newspaperman. Not only does the episode do violence to the professional code of honor of any self-respecting reporter, but it also gives an entirely false idea of how a newspaper secures its facts. News is seldom uncovered so easily or so dramatically. Generally it must be sought diligently and verified carefully. Gathering the facts is for the most part hard work, not a series of romantic eavesdropping episodes.

In a newspaper office nothing is haphazard. All the avenues that skill and invention have created for the conveying of thought, verbal speech, mail, pneumatic tube, telegraph, telephone, wireless, radio, and other agencies, are made to serve the newspaper. Neither is much of the news that finds its way into print to be credited to luck and accident, much less to a mysterious seventh sense, or any other occult, uncanny process. Gathering news is the result of a system and of a network of machinery stretching out from the editor's desk to the remotest parts of the world.

The city editor and the news. At the center of this network of news-gathering agencies is the city editor, a man who injects or-

ganization into the office and makes possible the swift chronicling of news. He is the first personality the young reporter encounters when he takes his job; he is also the man who gives the reporter notice that his services are no longer required.

The city editor must have an eager flexibility of mind that instantly detects news, plus the resourcefulness of a field general in marshaling his reporters for the effective gathering and writing of that news. To the function of a business executive he must add the ability to make a correct diagnosis of what is important news and what trivial, so that one story may be played for all it is worth, the other packed in a few sentences. If his paper does not get the news, the city editor must answer to his superiors, just as the reporter must answer to him.

Robert M. Lee, city editor of the *Chicago Tribune*, thus comments upon the work of this important post:

Each newspaper day is a complete cycle. Each twenty-four hours tells its story, banks the fires, winds the clock, and goes to bed. Nothing is so old to the newspaperman as yesterday's newspaper. . . . The newspaper business is serious business. Don't get the idea that it is conducted by a collection of irresponsibles who go charging about without mode or reason to publish, at prodigious cost, inconsequential and childish utterances. Every person on a newspaper has a direct mission and purpose. Every one is under direction. Newspapermen are bound by rules and must work under authority; they must not let their temperaments run away with them.

Keeping tab on news. It is a matter of mystery to those unacquainted with newspaper work to find how rapidly an item of news, or at least the hint of it, finds its way to the paper. No paper employs as many reporters as it can use. Certainly none covers every possible source of news. This information, then, comes in through innumerable channels. And it is in creating and maintaining these avenues of information, dubbed "pipe lines," that the city editor most splendidly serves his paper. In a lesser degree each reporter is an assistant editor, with eye and brain alert to every news possibility.

The details of this system of news-gathering are delicate, often intangible, but are nevertheless real and sure. The city editor will establish relations with all important news sources, including individuals and organizations. He will cultivate the acquaintance

of doctors, business men, ambulance drivers, lawyers, preachers, commercial secretaries, teachers, publicity agents, managers of hotels and theaters, police sergeants, city and county officials, politicians, and the like. Any of these may have a news item, but at such rare intervals that no regular system of calling upon them is feasible or desirable. The list has numerous extensions—labor unions, lodges, boards of control, church societies, philanthropic institutions, social clubs.

To win this large corps of assistants requires infinite patience and resourcefulness. No matter how busy, the city editor must always give a pleasant greeting. If the interruption be ever so great an intrusion, he will not let the visitor see his annoyance or feel personal embarrassment. No matter how foolish the question he is called to the telephone to answer, he will, if wise, reply in such a way as to encourage the same person to call again. Thus he lays the foundation of an extended acquaintance. Again, the position of city editor makes possible a great variety of small favors, and these, if properly distributed, place the recipient under obligations that return in news many times the cost and effort expended.

This very fact, of course, brings with it a train of responsibilities. The city editor is constantly beset by persons who wish something kept out of the paper that ought to go in, or something put in that ought to be left out. In proportion as he is able to send each person away kindly disposed is he building up his paper and adding to his usefulness. Courtesy, dispatch, consideration, and accuracy nowhere have greater value than at the city editor's desk.

Reporters on their beats. For his main line of defense the city editor first relies upon what are usually called runs, or beats. The run, or beat, is some definite point or series of points, daily producing so much news that the paper is warranted in having a man make his rounds regularly. The runs vary in number and in character with the community. To this class, however, belong the courthouse, the police station, the statehouse if the paper is in a state capital, the city hall or other municipal headquarters, Federal buildings if the city contains them, the headquarters of the city school system, the hotels, the wharves if the city has a water front, the chamber of commerce, the board of trade, and others.

In cities of one hundred thousand or more one man's time is usually completely occupied at police headquarters, another's at the courthouse, and a third's at the city hall. These men are often called department men and perform the same function day after day. They reach the office but seldom, and as they are trained men for the most part they work with little direction from the city editor.

The other places are grouped, from two to a dozen, according to their importance and distance apart, and a reporter is assigned to cover them regularly. Some papers pay marked attention to one kind of news and others to a different sort. The city editor takes all these things into consideration in assigning his men to their routes.

Many papers feel that more news is secured by delegating the same man to call at the same places each day; thus he forms friendships and informs himself minutely on all that goes on there. Other papers insist that a good reporter should know a news item whenever and wherever he sees it, that he should be reasonably familiar with everything occurring in the city and be able to fit in wherever required. Indeed, some papers call these reporters "general utility" men. Stationing his scouts is a question each city editor must answer according to his own judgment and his experience in getting results. For the most part the practice favors the former.

The story of a robbery. The methods used by a reporter stationed at police headquarters may be taken as typical of the everyday activities of men on beats. The daily record of arrests, complaints, and reports, compiled by the police department and released for publication, shows that a robbery has occurred in a fur store and that a group of detectives was called out in response to a burglar alarm. This memorandum is nothing more than a tip, but it is very useful because it contains names, addresses, and details which may be utilized in running down the complete story. So the reporter, stationed in the press cubby-hole at police headquarters, consults the telephone directory, finds the number wanted, and proceeds to round out the facts. The conversation between the reporter and several individuals who know about the robbery may run in this fashion:

Q. Is this Main 2360?

A. Yes, Pierce and Company, fur store.

Q. At 218 West Twenty-eighth street?

A. Yes. Who is it you want?

Q. I'd like to speak to Mr. Pierce.

A. Mr. Pierce has not come down yet.

Q. Well, may I speak to the general manager, then?

A. Wait a minute. I'll connect you with Mr. Ross. (*She does so.*)

Q. Hello, Mr. Ross. This is a reporter for the *Daily News*. I want to find out about the robbery in your store last night. Can you tell me about it?

A. Well, how did you hear about that? What do you want to know?

Q. How many dollars' worth of furs were stolen?

A. Our invoice shows about \$10,000, mostly neckpieces.

Q. Did you have burglar insurance?

A. Sure thing.

Q. Well, how about the expensive stuff, seal coats, and high-priced skins? Did the robbers get any of them?

A. No. They didn't touch our best stuff. Guess they were scared away too soon.

Q. By passers-by?

A. Oh, no, by the detectives. We had a burglar alarm at the front of the store, connecting us with police headquarters four blocks away. When the signal went off the cops came on a hurry-run. I guess the robbers must have scented trouble, though, and so they beat it in an automobile. I guess they had a look-out.

Q. How did the robbers get in?

A. Jimmied the front door.

Q. Is this the first time you've had a robbery?

A. No. They tried to get in by the roof only last week.

Q. By the roof? How's that?

A. Oh, we found they'd put up a tent on the top of the building and were sawing a hole under it right through the roof. We'd just got in a new shipment of sables worth about \$85,000.

Q. Did they get anything that time?

A. No. We still have the furs. Burglar alarm saved us that time, too.

Q. Well, how did they get away so quickly after the burglar alarm went off?

A. Probably had a car ready outside, and somebody on the lookout.

Q. Have there been any other robberies in your neighborhood lately?

A. Yes. Two fur stores near here have lost goods within the last week.

Q. Would you mind giving me their names?

A. Well, I guess not. They are Horowitz and Son, I think at 51 East Tenth Street, and Billywill, on West Seventy-second; don't recall his street

number. I don't remember the particulars, only the robbers didn't get much.

Q. Thanks. I'll call up the stores right away. Much obliged for the tip. Goodby.

After all the information has been secured the reporter at police headquarters either writes his own story and sends it to the office by messenger, or calls the office and gives the facts to a rewrite man. The next edition of the paper would probably contain the following account of the robbery:

Burglars last night entered the store of Pierce & Co., 218 West Twenty-eighth street, and stole furs valued at \$10,000. It is believed that they employed a look-out and escaped in an automobile. They left many thousands of dollars' worth of furs behind.

An attempt was made to rob the same place a week ago, when a shipment of \$85,000 worth of fables was received, but the thieves were frustrated by the burglar-alarm system. Detectives who responded found that a tent had had been erected on the housetop and that underneath it a hole had been sawed through the roof. Entrance last night was effected by jimmying the front door.

Burglars who broke into the fur establishment of Horowitz & Son, on the second floor of 51 East Tenth street last Saturday, had carted \$8000 worth of furs to the street level when they were frightened and ran, leaving their coats hanging in the hallway.

A week ago yesterday \$3000 worth of fur coats and gowns were stolen by thieves who entered the store of Billywill Inc., 172 West Seventy-second street, and departed without being seen.

The city editor and his assistants keep in constant touch with men on their beats, and beat men in turn notify the office of their whereabouts and of momentous news happenings that may require the services of other reporters. The exchange of news tips is of mutual advantage.

Trusted men on beats are expected to watch all the editions of local newspapers, and to clip stories that have previously devel-

oped on their beats and which require rewriting for their own papers. Some of these items give promise of late developments, which the reporter must include in the follow-up version of the incident. Each man is held responsible for everything that happens in his news territory.

Reporters on assignments. The other infallible reliance of the city editor is his assignment book, the "log" by which he charts his course. At the beginning of the year it is a blank book; at the end it is full of names, phrases, and dates. Whenever any event is announced for the future the careful city editor immediately notes it in his book for the day scheduled. This list includes conventions, public gatherings, meetings of societies, social events, lawsuits, hearings before commissions, demonstrations, carnivals, lectures, arrival of prominent people, and all the many other "futures" which the public cares to know about and which cannot be trusted to the memory.

As an example: a club of university men announces that Marshal Joffre, hero of the Marne, is to be its guest of honor at luncheon May 15. On the assignment book the date of the luncheon is entered, alongside the data on the hotel and the speaker, also the names of committeemen in charge. Undoubtedly reception and entertainment committees will be named later, the hall be specially decorated, and notable guests may be invited. Each of these constitutes a news item and must be secured as soon as possible. On the day of arrival the city editor assigns a reporter to cover the luncheon, and delegates a photographer to take a flashlight of the Marshal as he rises to acknowledge the cheers of the diners. The city editor may also have secured in advance carbon copies of the principal speeches to be delivered by notable men, for preparedness in a newspaper office makes for better newspaper reports.

From his assignment book and acting on tips received from other papers and from volunteer reporters who call him up, the city editor daily makes out his schedule for handling the day's news. These assignments are to be parceled out to various reporters when they come to the desk. These men are equipped with general training and experience, they know the city, and are able to work without detailed explanations of the kind of story wanted

by the Chief. To such men fall the assignments that do not come under the province of any route, as well as "spot" news—accidents, interviews, disastrous fires, and important events of any sort. If, for instance, a paper is waging a campaign on prohibiting the promiscuous sale of revolvers, a reporter will be delegated to gather material on this subject and to see to it that public interest in the campaign does not lag through lack of information.

Other duties of the city editor. Many city editors on metropolitan dailies direct the work of illustrating the local news. They usually have at their disposal the services of a staff of camera men (some of them commercial photographers), as well as of an office artist, who makes original drawings of such subjects as cannot be photographed and provides decorative details for use in "laying out" photographs. Sometimes the cartoonist is made an ally of the city editor, especially in political campaigns.

A subtle sense of all that concerns the public guides the city editor. His work gives him little opportunity to mingle with the outside world, yet his entire success depends upon knowing the things that interest the public and reaching out into the future, gauging as accurately as he may the things that are going to interest it. The fact that the newspaperman works half of his time in the future and the rest of his time on the outer line of the present gives his occupation the abiding fascination it possesses.

City News Bureau of Chicago. The City News Bureau of Chicago is a news-gathering organization owned and supported by the six daily papers of the city, the *Tribune*, *Journal*, *Post*, *Daily News*, *Herald-Examiner*, and *Evening American*. It aims to cover beats and routine news sources in order to save individual members the expense of covering them separately. The news secured is speedily furnished all six papers.

The function of the Bureau is similar to other metropolitan co-operative enterprises for the collecting of local news. It bears the same relation to the Chicago papers that the Associated Press and similar wire associations bear to the newspapers of the world. Through the medium of the Bureau and its staff of forty reporters each Chicago paper is enabled to comb the entire city systematically, tapping all news sources and giving added protection in matters of important news happenings.

The usual sources of news for the City News Bureau reporters are the police and fire stations, hospitals, morgues, and general gathering places in the districts assigned to them, as well as the main beats covered by the papers themselves. By this system each Chicago paper relies on the Bureau for the ordinary police news and tips which it can follow up, retaining a staff of its own to cover only the important beats, such as the City Hall, County Building, Federal Building, Criminal Court Building, and Central Police. Political news, society items, finance, and special interviews are ordinarily beyond the Bureau's scope of endeavor. Such stories are left to the whim of the individual paper.

A board composed of one director from each of the supporting papers oversees the workings of the Bureau and appoints the manager, who directs the organization. Under the manager are editors, corresponding to the city editors of the papers, rewrite men, copy-readers, and mimeograph operators.

The reporters give their news by telephone to the rewrite men, who write the stories on stencils in newspaper style. The stencils are copy-read, as is typewritten copy on a newspaper, and the stencils placed on the mimeographs. Copies are run off for each paper, including one for the Associated Press and the office files, and a tube system conveys the stories to the papers in quick time. On important stories, or sudden new developments of a running story, a bulletin lead is written on an ordinary typewriter and sent to the switchboard operator, who telephones it to all the papers by private wires from the Bureau. Full details follow by tube later.

City News Bureau reporters, each assigned to a district, are held responsible for the news happenings in their districts. Every scoop scored against a reporter is clipped and pasted on an "alibi" slip, on which he must explain his failure to get the story. Too many scoops, and the man moves on.

The Bureau has developed another line of service to the papers. Because of the necessarily low salaries and infrequent raises in pay, it has become somewhat of a training-school for Chicago reporters. There is not much of a future for a reporter while on the Bureau. As he becomes acquainted with the city and gets an insight into the profession through his daily routine, he usually changes to a position on one of the papers.

§ 2

STORED-UP INFORMATION

The morgue. The library, once known as the "morgue," is a time-honored institution among all newspapers. In the smaller offices it exists chiefly in a rudimentary form or in name, while with the big dailies it is one of the most highly developed and finely organized of the associated departments of news compilation. There is not wanting a certain grim appropriateness in the name *morgue*; for originally it had to do with the dead. Today it is more concerned with the living, indeed may best be described as a repository of live information.

Historically the morgue began when newspapers started to illustrate their stories. Economically it grew into importance when what were once matters of hours came to be matters of minutes and finally of seconds. Newspaper illustrations cost money, and so when they were made they were saved instead of being thrown away. Frequently they were used again and again, and the picture of an individual received final insertion on the occasion of his death. Soon it was perceived that if it was handy to have his cut, it was equally convenient to have a bit of biography on hand. So newspapers began to file away short sketches with the cut of the person. If he died suddenly, the morgue furnished all that was needed in the way of clippings and pictures.

As the manufacture of cuts became cheaper and the magnitude of the morgue increased, the cuts were often destroyed, and the photographs from which they were made were saved. Half a dozen photographs can be handled and managed with less trouble than a single metal cut. In actual practice the newspaper keeps the cuts of prominent men always on hand and pictures of the less prominent ones. The exchange editor was easily metamorphosed into the keeper of the morgue, or office library.

With the growing complexity in the province of this reference bureau the card-index system came to be used, and even cross indexes are now in vogue. In a minute almost any sort of information about anything desired can be secured. Not only is there an envelope for everyone who has ever been prominent, together with photographs of him, his family, and his home, but

there is information catalogued concerning disasters of all kinds, important conventions, wars, religious gatherings, and the entire range of matter that constitutes news. It is this which enables a newspaper with the first item about a flood, earthquake, fire, or robbery to give immediately a complete and accurate list of all



THE LIBRARY OF THE DETROIT NEWS

A modern newspaper pays close attention to the sources of information and the checks upon inaccuracy. A library of twenty thousand volumes, kept constantly up to date, and a morgue with half a million clippings and a hundred thousand photographs and fifty thousand engravings are thought not too much. In the newspaper library shown above, editorial and special writers find an inspiring workroom and have at their service a large staff of proficient librarians and pages

similar catastrophes, in addition to the exact loss or damage entailed by each. Such data heighten news interest.

To be a success the morgue requires constant attention. It is always growing. The keeper scans the papers of the entire world for features and bits of information to add to it. Books and magazines which cannot be conveniently clipped are catalogued so that all manner of information on all sorts of subjects is available at a minute's notice. Complete files of the local

papers, with news of importance in each issue indexed, are always available, and are frequently consulted.

The Detroit *News* morgue, now known as library, contains about fifteen thousand volumes, and in the course of an average month its acquisitions are about a hundred. The books are designed to supply information on any subject under any emergency and also to furnish reading matter that is both practical and cultural. The most important information in the library has to do with uncultivated news sources, strange lands, isolated communities, growing movements of significance, and recent exploration. Every encyclopedia of consequence is included in the library, but the reference department itself is the encyclopedia of greatest value for special or general information. A complete and analytical system of indexing makes any item instantly available.

§ 3

HOW A BIG FIRE STORY IS HANDLED

Getting the staff into action. The functions of the city editor in organizing his forces to "cover" a big story may be illustrated graphically by reference to a big Chicago fire, and the methods used by the news executives of two Chicago newspapers, one the Chicago *Tribune*, in the morning field, the other the Chicago *Evening Post*, in the afternoon field, in collecting and compiling the news. The fire "wiped out the entire block of buildings in the square surrounded by Jackson boulevard, Van Buren street, and Canal and Clinton streets," piling up losses second only to the disastrous conflagration of 1871.

How the *Tribune* covered it. Because of the fact that the story "broke" about 1 A.M., when the night's routine was within less than an hour of being completed and when most of the *Tribune* reporters had finished their work and gone home, the city editor of that paper had to think and act quickly. There was no time for bookkeeping or schedule-making; the thing was to get the fire story. Necessarily his first move was to obtain men and rush them to the scene. He began with the police reporters, then drew on the few staff men available at the late hour. These were supplemented by the rewrite battery, which remained in the office

and received the news reports. The action of the story covers the time between, say, 1 and 2 A.M., although there was no relaxation of vigilance until 8 A.M.

The *Tribune* files show that a substantial story was carried in the home edition, followed by the final edition, with pictures, and two replates on new angles. The progress of the story in detail, told circumstantially in the present tense about as it occurred, may thus be set forth:

The first alarm sounds in the *Tribune* office, where alarm apparatus is extended. The city editor takes note that it comes from a crowded factory district, and he has an office boy put in a call for the "loop" police reporter who covers this territory.

The reporter calls up to report he has noted the alarm and will drop over to the scene on the chance that the fire may be a big one.

Second, third, and fourth alarms sound, and a special call follows the four-eleven, summoning all available apparatus to the scene of the fire. The city editor instructs a reporter to summon the staff. As it is customary to sound a four-eleven, or even a special, in case a "loop" fire is in a dangerous spot, the city editor can wait until the police reporter sends in further particulars.

In the meantime the City Press Association calls up over the private wire to inform the city editor that the fire is in the big Austin building and threatens to spread, adding that a fireproof skyscraper, the Burlington, is close by. The fire is already a big one, with possible large property loss.

The "loop" police reporter calls up with first detailed bulletins of the fire. They contain rumors regarding a delay of the fire department in reaching the scene, and of apparent low water pressure when the department arrives. Warning is offered that the fire is widespread and still going strong, menacing the fireproof Burlington building. The reporter is a veteran news-gatherer and knows a big fire when he sees one; he can be relied upon. The city editor now sends out all available staff men and a photographer.

A staff man calls up to tell what he has found out. At the same time the City News Association "tubes" over the first mimeograph reports containing details its men have gathered. The city editor finds he can "make" the nearest edition with an initial story, incomplete but valuable. He listens to the staff man as he sketches

the story, which confirms and amplifies the police reporter's story, then turns him over to the rewrite man, who takes the report over the telephone just as he did previously. The rewrite man spins out the first story of the fire, and the edition goes to press with the best account that can be assembled in a few minutes.

A City Press bulletin now arrives announcing that several firemen have been injured, one perhaps fatally, and that the "fireproof" Burlington building is ablaze.

By this time the office is organized as follows:

1. The city editor is the keystone figure, with his grip on every detail. He hears reports from the scene, scans City Press bulletins, weighs every detail, gives the necessary orders, maps out in his mind the kind of story and space required, and keeps the managing editor and the make-up editor apprised of developments so they can make provision for the story.

2. The rewrite man is listening to telephone reports, reading the City Press mimeograph sheets that arrive via the pneumatic tubes, and generally making himself master of every detail of the fire, in preparation for writing the lead of the final story.

3. Four or five staff men, including police reporters, have "bounded" the fire—determined its exact area and the buildings affected—and are gathering in every name, every detail of news, and every feature to be found on the scene.

4. One or two office men are calling up owners of the buildings involved, real-estate agents, watch services, and other places where information can be gained regarding the tenants of the big buildings, their number, and importance. There is a bank in the Burlington building, and depositors will be anxious to learn its fate, so the reporters look up this angle. They also call up the city officials who can explain the low water pressure and the supposed fire-department delay, and they check up with traction officials when it is reported that a portion of the elevated-railroad structure has been destroyed.

5. A photographer is on the scene of the fire, and an artist is drawing a diagram of the burned area.

This arrangement, of course, is such as is typical of an emergency. Had the story begun to develop at 1 o'clock in the afternoon the organization might have been more extended, and

individual reporters might have been assigned to cover the following specific phases as they developed:

- Dead and injured.
- Buildings and business firms affected and losses; insurance.
- Fire cause.
- Eyewitness and survivor stories.
- Features; crowds.
- Police angles.
- Story of bank in Burlington building.
- Story of burning of elevated tracks; street-car paralysis.
- Low water pressure.
- Fire-department delay.
- Story of how "fireproof" skyscraper can be burned.
- Pictures and diagrams.

Reverting to the emergency schedule, from nine to eleven men of all kinds are now on the job in the office and outside to cover all angles of the conflagration, for accumulating news reports show that it is indeed a conflagration. All manner of reports now trickle into the office. Tipsters (friends of the paper) call up with information; reporters send in additional facts over the telephones; the City News Bureau forwards more reports by pneumatic tube; the staff photographer arrives with his pictures. The rewrite man is again clicking away on the typewriter, at work on the story in what probably will be its final form; he pauses frequently to add to his information by listening to the reporters' stories or by reading the City News reports.

The story is getting bigger every minute. Already it is known that the "fireproof" Burlington is doomed. The flames have seized three more large buildings; more are going. Walls are crashing; men are receiving injuries; policemen are fighting the crowds; new alarms are sending new fire apparatus to the scene; the whole business and manufacturing block is enveloped in flames. Reports indicate the loss will be between \$8,000,000 and \$10,000,000.

The city editor is now confident that he has made adequate provision in men and equipment to cover every important angle that may develop.

Every available rewrite man is by this time writing copy on different phases of the story.

As each portion of the running story, the big lead, is finished, it goes to the city editor, who reads it hurriedly, and passes it to a copy-reader. The copy-reader edits it at his best speed, types it, and rushes it down to the composing room by way of the office boys and the copy lift. Here it is rapidly set in type.

In the meantime other details are being assembled in copy. If the copy-reader who is editing the big lead is able to handle all the material, it is given to him, as he can cut out the duplication other men might pass if the work were divided. If he cannot handle all the matter, it is divided into distinct divisional stories and given to one or two other men to edit. They send it down "running," in sections, just as the lead is being sent, and it also is set just as rapidly as it reaches the printers.

Pictures, as soon as they arrive, are examined as to news value, then speeded to the engraving room to be made into cuts.

An artist draws a diagram of the fire scene, and this is checked as to accuracy, then rushed to the engraving room, also to be made into a cut.

The entire story is now well in hand. The extent of the loss—more than \$10,000,000—is known; the firms affected are listed; it is known that a whole city block is doomed; the dead and injured have been compiled; it is established that the fire started in the Austin building, spread to an elevated station, attacked and burned out the Burlington skyscraper, carrying other buildings in its wake.

Facts are flowing smoothly into the office over many editorial telephone wires; they are being rapidly converted into copy. The type, both text and headlines, is accumulating; the managing editor has passed judgment on the entire "spread"; the cuts and diagrams are ready; the make-up editor has completed his page schedules, allotted his space for every lead and subsidiary story, and is waiting; the printers have the page schedules.

Now the big lead and the divisionals, the picture captions and text, the headlines, and every other feature are in type; the copy-reader has put the closing dash on the story for this edition; the make-up editor and copy-readers go to the forms and send the edition to press with a complete story of the fire filling five or six columns, with a layout of pictures. The "spread" of the whole story

begins in the lead position on page 1, turns to page 2, fills most of that page, and continues on page 3.

News reports continue to come in from reporters on the scene and from others; many may duplicate facts already in possession of the paper; many may be trivial and not worth the bother of replating; some will consist of "spot" news of great value, and of new developments, such as the rumor of a firebug's having started the blaze. Replates, or even extras, are issued at once on such new developments as are important enough to warrant the step.

Gradually, as the pressure of news slows up, reporters and others assigned to cover the fire are relieved. Finally, there is only one reporter left on the scene, or possibly two. They stay through the night, keeping constantly in touch with the office. The office force also is now skeletonized down to one dog watch or "lobster trick" man—the "sunrise editor"—and an emergency force. These persons can handle anything new that develops, and if they find themselves unable to do so they can summon the entire staff, rousing them from their sleep and putting them back on the job. In fact, they are expected to do this if matters threaten to get beyond control.

The two skeletonized forces watch the fire until about 8 A.M., when all the afternoon papers take up the thread of the fire story, dress it up with a new lead, and begin printing their extras and regular editions.

It is not to be understood that the rest of the news is neglected while the fire story is being covered. As the fire story is the biggest one of the day, or of months, efforts are concentrated on that; but there is no relaxation of vigilance as to the news from the rest of the world. All the news is covered as it deserves and as it compares in value when laid beside the fire story.

How the *Evening Post* handled it. Since the fire occurred after midnight it was almost a fresh story for the afternoon papers, as the early editions of the morning newspapers had not been able to print a complete, continuous narrative of the fire, with facts carefully verified. The morning accounts did not detract from the importance of the afternoon stories; in fact, they rather enhanced them, since curiosity had been aroused by the early bulletins.

When the early staff men of the *Post* city desk got down about 6 A.M., they found the bulletins of the fire. The first thing to be done was to dispatch reporters and photographers to the scene. To one set of reporters the city editor assigned the duty of getting accounts of the damage to each building burned, to see what was the present condition of the fire, to see how the traffic had been blocked, and to secure a detailed account from people who had seen the fire. All these facts were given to a rewrite man, to whom all the reporters turned in their material. Photographers were sent to get pictures of the fire, the firemen fighting the fire, the débris, and the crowds. The *Post* printed six pictures.

Other reporters were sent out to find the cause of the fire. A man went to the city hall to interview Fire Attorney High on the arrests that had been made and on his suspicions as to the causes of the fire. The city-hall reporter got the report of Alderman Kostner, who said the water pressure was inadequate. He found out what kind of preventive equipment the buildings contained.

The traffic was blocked by the fire. The tracks of the Douglas Park, Humboldt Park, and Logan Square "L" lines and the Aurora, Elgin, and Chicago electric railroad were destroyed at a vital point, a half mile west of the "loop," so that no West Side trains, except the Lake street "L," could proceed beyond Halsted Street. Thousands were forced to walk to work and were made late. A reporter was sent to get a record of this condition and to the "L" company's offices to get a statement on the progress of repairs and how soon the service would be in order. This news was of great consequence to the many users of the "L."

The *Post* city editor also sent a man to secure an estimate of the loss. Although the authoritative estimate was not yet available, the estimates of the damage done by the fire ranged from \$5,000,000 to \$15,000,000. To get these figures interviews had to be made with the underwriters, the building owners, and with the tenants. Two reporters were sent to uncover this information and to compile the list of tenants.

A complete list was made of the firms, individuals, and businesses affected by the fire. Wherever possible the individual losses and the insurance were determined. The number of people out of positions was ascertained.

Reports about the casualties were gathered by another reporter. He secured his information from the hospitals, from facts turned in by men at the scene, and from the City News Bureau. One man was killed, and several were hurt in the fire. Since these were not large casualties and the only man killed was a fireman, this matter was of secondary importance. The names and addresses of the injured had to be ascertained, how they were hurt, and where they were taken.

The Burlington building was supposed to be a fireproof building, a skyscraper which contained all the general offices of the Chicago, Burlington, and Quincy railroad. It is unusual for a skyscraper to burn, in the first place, and added interest was given to the fire because all the records of the great railroad company were destroyed and all executive officers were routed from their offices. This phase of the story was covered by two reporters. They found out how a fire could destroy a fireproof building; they interviewed railroad officials, architects, and experts on building. From material turned in by reporters on the scene they told what the building employees had done to save the structure and how they carried out the records. Heroic incidents and narrow escapes had to be covered. They found out the effect the fire would have on the Burlington's business and any details pertinent to the Burlington end of the story.

A feature writer was sent out to get a story of the aftermath. The smoldering ruins, the crowds, the firemen still pouring on water, the efforts of the employees to bring food to the firemen, the telephone girls equipped with rubber coats going to their switchboards, made a picture that the feature writer brought into his story. The scene would, of course, be familiar to anyone who had witnessed the fire. This fact, however, enhanced the news value of the story. Any spectacle that is beheld by thousands of persons is made more, not less, worthy of space by the public's familiarity with it.

The streets were blocked with *débris*. Traffic was impossible on the surrounding streets. Standing walls and chimneys were made dangerous to the passers-by. When and how the ruins would be cleared away was an important question, so the city-hall reporter was sent to interview William Burkhardt, the deputy commis-

sioner of public works, who said the débris would be removed as soon as the bricks had cooled sufficiently.

The city-hall reporter was also assigned to the meeting of the city councilmen held that afternoon to begin an inquiry concerning the fire and to report their action.

This fire involved a large money loss; it was therefore of interest to compare it in that respect with other large fires in Chicago. In property damage and loss of life it also afforded interesting comparisons. A second rewrite man got these figures from the "morgue" and wrote a separate story.

Since it would have made too long an account to put all these items into one story, and as many were too important to be buried under the main lead, it was divided under five different heads.

§ 4

NEWS AND FEATURE SERVICES

Pooling the news. If all newspapers were compelled to station reporters in every important news center at home and abroad, the resultant expenditure would be so mountainous as to encourage bankruptcy; and, besides, much duplication of effort and material would be the consequence. Accordingly modern newspapers have become clients of various coöperative press associations and news-feature services, and depend upon these great organizations for a large part of their national and international news and for special articles.

This practice does not mean a relaxation of vigilance in the covering of state news through special correspondents under the supervision of each paper's telegraph editor; nor does it eliminate special correspondents commissioned by their papers to cover great news happenings of national import. It does permit newspapers, in the smaller city as well as in the metropolis, to furnish their readers reliable and complete wire and cable stories at minimum cost.

In recent years this wire and mail service has been supplemented by syndicates engaged in furnishing their clients mats for the making of illustrations,—comic strips, prominent people in the news, news pictures, cartoons, and the like,—all of which give

range and attractiveness to the newspaper's offerings, although there is danger that newspapers so standardized become somewhat lacking in individuality and strong local appeal. A generation ago the work of famous correspondents gave papers more distinction.

The more important of the news and feature services are herewith described.

The Associated Press. The Associated Press is an association of newspapers in the United States, Mexico, Cuba, and South America which gathers and distributes news of general interest, domestic and foreign, collected by its members or other agents, including foreign-news agencies. It numbers more than thirteen hundred newspaper publishers as members. Each collects the news originating in his own territory and contributes that of general interest to other members of the association. Each newspaper pays its share toward the expense of the machinery which carries on the functions of collection and distribution of this stock of domestic and foreign news.

For purposes of gathering news in this country, bureaus have been established at various central points, to which the association members send their news and through which news of general importance is circulated. The United States is divided into four great divisions, each in charge of a division superintendent, with headquarters in a large city. The Eastern Division has its headquarters in New York; the Central, in Chicago; the Western, in San Francisco; and the Southern, in Washington. In all important cities there are correspondents in charge of bureaus under the supervision of the division superintendents. A board of directors, representing all sections of the country, is in charge of the administration of the Associated Press organization.

There are outside the United States news bureaus in Panama, Cuba, Mexico, South America, and the Hawaiian and Philippine Islands which collect and distribute news of their various localities. This service is supplemented by staff correspondents stationed in foreign-news centers, special writers subject to call to report important events. Arrangements are made with three great European agencies for the interchange of news. It has been estimated that some fifty thousand trained news men are at the service of the Associated Press, either directly or indirectly.

The Associated Press is organized on the principle of coöperation in news-gathering, an idea which developed at the time of the Civil War and was applied by New York newspapers. In its present form the Associated Press is a mutual association of newspaper proprietors, each having a voice in the management of the association and entitled to the news reports for publication only in his paper.

The expense of the system amounts to approximately \$5,000,000 annually and is borne by the members. A weekly assessment is collected from each and is prorated according to the cost and volume of service received.

The membership of the Associated Press includes newspapers representing every shade of political, economic, and religious thought. The association is itself therefore nonsectarian, non-partisan, and free from the service of any special interests. If any taint of propaganda or favoritism in its news is even suspected by member papers, the association is notified immediately and the item is modified or stricken out. Only unbiased and truthful accounts of controversial happenings may be handled in its news reports. Both sides of a controversy are given equal representation on the wires, and the doings or announcements of one side are not allowed emphasis at the expense of the other. In the accounts of strikes, for instance, every effort is made to get statements issued by both sides. If charges of unfairness are made, an opportunity is given for replies.

The association operates 69,432 miles of leased wires, extending from San Diego to Maine and from Duluth to New Orleans and Texas. At the more important offices the number of words received and transmitted in twenty-four hours averages more than 60,000. Morse telegraph operators and automatic-printing telegraph machines keep the news circulating.

Important news furnished by association members, staff correspondents, or special writers is printed as "By the Associated Press." All correspondents remain nameless.

The United Press. "Today's news today" is the slogan of the United Press, organized in June, 1907, by the consolidation of three small news agencies which were operating in the East, the Middle West, and the Far West, respectively. E. W. Scripps was

the prime mover in the new organization, which aimed to furnish news to those papers which did not have the Associated Press reports.

The United Press has grown rapidly until now it serves some eight hundred newspapers on the North American continent, as well as twenty-four of the leading newspapers in South America, including the Argentine daily, *La Prensa* of Buenos Aires. More than fifty-seven thousand miles of leased wires are used daily to carry its full service to its clients. It is estimated that United Press reports are read every day by approximately ten million American newspaper readers.

The United Press is organized with special bureaus in all the important points in the United States and with staff correspondents in Europe, South America, Cuba, Mexico, Canada, the Far East, and Australia. Direct service has been established with the principal newspapers and agencies of these countries, so that United Press reports appear daily in papers all over the world.

Among the new ideas originated and fostered by the United Press was the injection of human interest into press-association work. "It conceived its duty to be to give readers of its client newspapers not only the actual facts of each news event, but to go further and endeavor to reflect something of the atmosphere and color surrounding that news event." The interview was another phase of press-association work which the United Press made popular, and the sport report in its present form was developed by the same organization. Another striking feature originated by the United Press was the Red Letter, the advance daily mail-feature service. The night special news-feature service, the United News, inaugurated in June, 1919, now serves many of the largest morning and afternoon papers. The opportunity for the United News developed because of the practice of many afternoon papers of putting out early morning editions.

Until the United Press opened a direct wire service to Buenos Aires in 1916, South American newspapers had received their news of the United States by way of various European countries through agencies which had no connection with American news agencies. The United Press now maintains bureaus in the most important cities of South America, and through them serves the metropolitan

and provincial papers of that continent. All United Press men in the South American bureaus are United States citizens and have been trained on American newspapers.

In the same way the United Press also serves the independent Japanese news service, which sends its reports to all the newspapers of importance in Japan, the Exchange Telegraph of England, and the Australian Press Association.

The distinction between the United Press and the Associated Press rests on the fact that the United Press reports are available to any newspaper which can pay the necessary charges for a leased wire and other expenses, while the Associated Press reports are provided to member papers only, and the association must approve a paper before it may become a member.

International News Service. The International News Service, a corporation under the laws of New Jersey, does a news business throughout the world in supplying telegraph and cable news to evening and Sunday-morning newspapers. It undertakes to supply not only world news but state and locality news, and also furnishes feature material and time copy. It is active as well in the news-picture field.

The International News Service prides itself on its enterprise and vigilance. As an organization it aims to present the news of the day in a "spontaneous, dramatic, colorful form and at the same time accurately." Emphasis is placed on sports and news with human-interest values; it also makes a specialty of thorough market reports and covers routine matters in proper proportion. Accounts of great news events are frequently presented under the signatures of distinguished writers.

I. N. S. is supplied to some six hundred clients in the United States and foreign countries through its bureaus manned by staff men and established in thirty cities in this country and at the important capitals abroad. In addition there are occasional correspondents who write from the news centers of the world, and the full foreign service of the London *Express*, the London *Star*, the London *News*, the *Berliner Allgemeine Zeitung*, and similar auxiliary services elsewhere.

The organization leases approximately twenty-seven thousand miles of wire to deliver its service. The principal means of trans-

mission is by Morse telegraph, although some of its clients receive the service by automatic printer, a device which does not require a telegraph operator to receive the messages.

NEA Service, Inc. NEA Service, Inc., then under the name of Newspaper Enterprise Association, began twenty years ago to supply features to Scripps-McRae newspapers, now the Scripps-Howard newspapers. The service attracted the attention of editors outside the Scripps-McRae circle, and the client list was gradually expanded until today NEA is serving papers in all sections of the United States and in several foreign countries.

For its operations NEA Service, Inc., has chosen the feature field, where it aims to embellish and supplement the wire and local news stories by means of "features" interpreting the happenings of the hour. Operating from bureaus in New York, Washington, London, Cleveland, Chicago, San Francisco, and other points, artists, writers, editors, and photographers search the globe for interesting material which may be illustrated. Information thus gathered is dispatched to production plants in New York and Cleveland, where it is sifted, edited, and prepared for distribution. Sheets 16 × 22 inches are made up and printed every day in these plants and are immediately mailed, together with mats of all illustrations, to newspapers subscribing to the NEA service.

In addition to feature news stories and pictures, the daily packages of NEA material include departmental matter, such as strips for the comic page, articles for the woman's page, editorials and cartoons for the editorial page, and special features for the sporting section. On holidays NEA papers are provided with special art work and articles appropriate to the occasion. Serial novels are also included in the service.

"Ideas and hunches are the backbone of NEA," says a member of the organization. Staff men and women produce stories which have first been planned by editorial executives. Every effort is made to anticipate events and provide clients with advance matter.

Special services. Minor news and information services devoted to the dissemination of facts relating to specialized interests—labor, the League of Nations, agriculture—have sprung up in the United States. Metropolitan newspapers also make a practice of selling news to others outside the competitive field.



RANGE OF SYNDICATE SERVICE

Syndicate service allows newspapers to publish, simultaneously and at a moderate cost, pictures, features, serials, and cartoons of universal interest. Pictures and cartoons please the readers and also facilitate make-up of the newspaper page.

Mats are supplied which can be used to cast stereotype cuts

§ 5

LIBEL

A case of libel. Smallpox, let us say, is reported as the cause of a death at one of the leading hotels just prior to a convention. This report is printed in a newspaper of large circulation. The coroner, however, finds that the death was not due to any contagious disease. The hotel management in this case has lost considerable business because of the report, and would very likely file a suit against the newspaper for damages.

Unless there were special circumstances of justification, the newspaper would be liable for having published this false report to the injury of the hotel.

The foregoing case, with its implied penalties due to blundering, is sufficient to show that reporters and copy-readers ought to know the fundamentals of libel, so that their newspaper may be spared the expense of defending itself in court.

Libel is the willful and wrongful publication in permanent and visible form of some matter tending to disgrace or degrade another, or to render him ridiculous in the eyes of the community. According to law every person has certain rights, one of which is the right to reputation. Reputation, according to William C. Robinson, leading law authority, relates not only to moral character and integrity of conduct but also to physical and mental capabilities. "Thus," says Robinson, "it is an injury to reputation to say an attorney is ignorant, a physician unskillful, an artisan incompetent or careless, and if such statements cause pecuniary loss and are not justifiable by the case, the utterer is liable in damages."

To charge falsely that a man is a "liar" or that he is "fit for the lunatic asylum" would constitute actionable language and would be a basis for libel.

To charge a person falsely with crime brings a newspaper within the definition of libel.

Three defenses against libel. There are three general defenses to libel. The first is to prove that the published information is true (such a defense is called a justification); the second is to show that the publication is privileged; the third is to prove that the circumstances connected with the publication show that such pub-

lication was not malicious and was provoked by the conduct of the person who considered himself injured.

Truth is generally regarded by the courts as a complete defense, especially in civil cases for damages, although under some constitutional provisions truth is said to be a defense to an action for libel when spoken in good faith and for justifiable ends.

Libel may constitute also a crime as well a civil wrong. Prosecutions for criminal libel are not so very common, and there is a tradition that convictions are hard to obtain. Nevertheless the reporter should know that a possible prosecution by the public authorities may follow the publication of a libel as well as a suit for damages by the individual injured.

Criticism of a book, a play, or a work of art is regarded as a privileged communication. A play given before the public is a matter of public interest. A dramatic critic, therefore, could criticize the plot and the players and still be within his rights, for such a criticism is privileged, but the critic must not confuse the personalities of the playwright or the actors with the work of the artist.

Truth the best defense. The principle back of all defenses in libel suits lies in the endeavor to show absence of malice. To be safe, the newspaper publisher must be sure that everything of a defamatory character printed in his columns is either the truth or a privileged communication. In covering trials the reporter is not free to write whatever he thinks about the trial; his work is protected when he sends to his paper accounts of only such legal proceedings as have been started in court, when his account is a testimony of witnesses, when he knows where he can find official accounts to substantiate his story in every particular.

It is well for the young reporter to give defamatory reports only when he can sustain them either as an eyewitness or when he has seen proof before writing his story. Libel ought to be prevented if possible; but if suit is brought against the newspaper, the best defense is to produce evidence that the story is true.

In brief, watch the following pitfalls that result in libel: humorous references to physical and mental defects; misleading headlines; unproved accusations of crime; false reports of business failure; inaccurate names, addresses, and places; reflections on a woman's good name; indecent and profane allusions.

INSTRUCTIONS TO REPORTERS ON BEATS AND
ASSIGNMENTS

Don't guess. Know.

Honor the tipster.

Carry out the instructions of the city editor.

Get the story you are sent for—and a couple more.

Build up and respect your sources of news.

Avoid "it is rumored," "it is said." State your authority.

Always get names in full, and be sure of the correct spelling.

Keep in touch with the office.

Don't be afraid to consult the city directory.

Faking is a newspaper misdemeanor; don't be guilty of it.

Cultivate rapidity in the gathering and writing of news.

A reputation for *accuracy* is worth dollars and cents.

Beware of the press agent. Much of his material needs to be cut or rewritten.

Be sure of your facts and don't accept gossip and rumors, especially about women.

Cultivate your friends. A chance hint may put you on the track of a fine story.

Get all the facts you can. It is easier to throw away what is not needed than it is to find your subject a second time.

Don't be particular about your meals when you are on the scent of a story that may get away from you.

Most papers want as many pictures as they can get. When you are on the lookout for news, keep your eye on pictorial possibilities.

If you have to take someone's word for a thing, be sure to state that fact in what you write. Always place the responsibility where it belongs.

Be very careful about titles to which anyone may have a right; also about the relation any one person in your story may bear to someone else.

Always get street addresses, and be sure that they are complete and correct. The person who is incidental at the outset may become a primary actor a few hours later.

Never forget that while working on some simple story you may uncover a big one. While you keep your senses concentrated on the subject in hand, be alert to all others.

The biggest stories do not come from the biggest people. The dismissed maid or the dissatisfied policeman may give you information that the head of the house or the chief of police thinks he can hide from you.

Be frank in your ignorance. If you are gathering facts concerned with an event or subject of which you have little real knowledge, seek the coöperation of people who do know. They will usually be glad to explain matters.

Never assume any portion of your story is true until you are sure. Get both sides. If you have to interview a man accused of crime, treat him as though he were the victim, and tell him you want his side of the story. If it doesn't harmonize with the other man's, that isn't your fault.

It frequently happens that a good story may be secured when the man who recites it does not know you are a reporter. In this event it is best not to ask too many questions. Be a good listener. A sympathetic attitude will warm many a man into fluent speech.

Make your memory a walking-stick, not a crutch. Almost every man grows awkward and cautious once a reporter's notebook is pulled on him and he is made to realize he is being quoted word for word. Important facts may be jotted down after you leave the man who has given the information.

Ask direct questions when a man tells you "there is no news." Many people do not know news when they see it; in other cases they forget when not prodded into recollection.

Don't give all your information to other newspapermen or disclose the source of your information. An "exclusive" story is better than a "rewrite."

Don't be discourteous to your informant. Keep your temper even when people slam the door in your face. Above all don't let your disgruntled feelings creep into your story.

Make a daily practice of reading your stories in print, so that you may profit by changes made in copy.

When a man who has information is busy, don't begin with tedious cross questioning. Come to the point immediately and give the impression that you are busy too. He may answer your questions to get rid of you.

When the principals of a story are too excited to talk, question the children of the household—especially in case of a sudden accident. They are more likely to tell a straight story and to be less unstrung by circumstances.

Be cautious of the man who has an ax to grind or who may have a grudge against a certain person or institution. Countless libel suits have resulted because of too implicit trust in men who want to get even through the paper.

When you can see a man face to face, don't use the telephone. It causes misunderstanding and inaccuracy, owing to poor articulation and a desire to hide the truth. It often happens that a man "hangs up" a receiver in a reporter's ear when he does not desire to answer a question. Much can be interpreted by the expression of the face and by characteristic gestures.

Reporting possesses the fascination of novelty, but it also entails tremendously hard work. If writing under pressure yields you the absorbing interest that nothing else does, you are facing a happy experience as a reporter.

PRACTICE ASSIGNMENTS

PROBLEMS IN NEWS-GATHERING

1. The city editor of an afternoon newspaper receives a postcard carrying the news of the elopement of two prominent young people. The wedding is said to have taken place in Crown Point, Indiana. The card is signed with the name of a young business man said to be a close friend of the groomsman. Would you print the announcement as received?

Relate the same inquiry to a birth announcement similarly received by the city editor.

2. The city editor of a morning newspaper receives a telephone tip shortly before the 11 P.M. deadline, telling him that a shooting has occurred at Broad and Parkview avenue, six miles from the newspaper office. The report is that an unidentified man has been killed by a foreigner, following a dispute over the price of home brew. How would a reporter proceed to verify and print the information?

3. Bob Dorgin, formerly policeman, now in charge of a private detective bureau, comes into the newspaper office with a story that he has brought about the arrest of a young bank teller charged with misappropriating \$20,000. He said that he had received a wire from his agents to the effect that the teller was under arrest at Atlanta, Georgia. Detective Dorgin wants the information printed the next day in the newspaper, together with his own picture and the picture of the young man. He, the detective, says he is working under directions of a surety company. How much of this story would the newspaper print and how would the reporter proceed in assembling the facts?

4. You as a reporter are asked to gather information concerning a wage dispute between the printers' union and the organization of print-shop employers. Each of these groups is holding a secret meeting of its own. The publicity agent of the employers gives you a statement, but you are unable to get any of the union printers to talk. In fact, your request for information is curtly refused. How would you proceed in gathering facts for the story?

5. A fire breaks out in a moving-picture theater, causing severe injuries to the operator in the steel projection box and also a near panic in the audience. The coolness of the manager of the picture house in directing the audience to exits prevents a tragedy. A general alarm brings six fire companies to the scene of the fire. After the fire has been put out, the chief tells you that the proprietor of the theater has violated the fire ordinance, that the theater is a fire hazard. You know that the moving-picture house takes liberal space for advertising in your newspaper and that undesirable publicity will probably cancel the advertising contract. What would you do with the story?

6. A woman with whom you are well acquainted comes into the office to see you and tells you a story of her husband's cruelty and misdemeanors, asking that you print that she is about to sue him for divorce. Would you accede to her request and air her grievances in the paper next day?

7. If an intimate friend on your beat gives you information which you know is advertising, how would you proceed in order not to offend him or close the source of information?

8. What leading questions could be asked by a young reporter, covering his beat for the first time, which would be most likely to draw out interesting information from the men he sees? Is there any way for a reporter to fortify himself with necessary facts before he sees officials on his beat?

9. You as a reporter are asked by the city editor to get a story in which a woman shoplifter is concerned. Acting on instructions from the city editor, you seek a close friend of the woman, who refuses to give you her picture. While she is not looking, however, you manage to steal a picture from the table. Is this practice justifiable on the ground that it is journalistic enterprise?

10. If another paper in the afternoon field prints an exclusive story from your beat, what would be your attitude toward the treatment of this story in your own newspaper?

11. How would you gather and write the facts of a disastrous thunderstorm that strikes the city about 6 o'clock in the afternoon? Indicate the news sources and how you would work with them, keeping in mind that you are working for a morning newspaper.

12. You as a reporter are assigned to cover an important meeting as a part of your assignments for the evening. Your schedule is somewhat upset, and you are late in reaching the assembly hall. The audience has gone home, and the lights are out. How would you proceed to get the facts?

13. You as a reporter receive a telephone tip that a prominent business man riding in an automobile has been struck by a street car. When you arrive on the scene of the accident you find evidence that nothing unusual has happened. How would you proceed to verify the rumor?

14. The chief of police tells you that a noted bootlegger has been arrested, but asks you to hold out the story, in order to make the trapping of the bootlegger's confederates easier. What will you, as a police reporter, do?

15. A public official of minor importance who is resigning his position to go into business gives you the story of his resignation and offers you a ten-dollar bill with the suggestion that you write up a "nice little piece" about him for the paper next day. Do you?

16. What would you do if a murder is committed in room 13 in a prominent hotel? The hotel proprietor, who is an advertiser in your newspaper,

says the publicity will hurt the hotel and influence public patronage. He refuses to give you any particulars of the murder. In fact, he says no murder has occurred. How would you proceed?

17. A university student has an altercation with his landlord over a check returned from the student's bank, marked "no funds." Friends of the student make good the amount, and no report is made to the police. You uncover the information. Will you make a story of it for your paper?

18. Would you as a reporter suppress the names of restaurants, hotels, and department stores where arrests have been made for burglary, theft, and misconduct?

19. An official in charge of the Associated Charities who happens to be on your beat gives you a typewritten statement on the work done by the organization during the past year. He asks you to print it just as it is written or else not print it at all. He is a good news source. What would you do?

20. If a farmer's wife is suffering from a serious mental disorder and it is necessary to take her to an asylum in the city, would you print the story if the farmer requested you not to do so?

21. You as a reporter are asked to get a story about a plumber who has been seriously burned while looking for gas leaks with a lighted candle. The accident occurred late in the afternoon, and the man is in the hospital, with little hope for his recovery. Your paper goes to press at midnight. How would you proceed to bring the latest developments, possibly death, into your story?

22. What would you do in handling the report of the death of a prominent young woman when all evidence points to suicide, with an unrequited love affair as the cause of it? Members of the immediate family repudiate such a suggestion.

23. How would you go about to compile a column of news concerned with society activities, women's interests, more or less personal news?

CHAPTER V

THE STRUCTURE OF A NEWS STORY

Technique of telling the news. Relatively few newspaper readers realize that there is a distinctive technique attaching to the construction of a news story, radically different from that of a novel, sermon, or essay. Indeed, there are not a few newspapermen whose instincts tell them how to shape a story but whose minds are not sufficiently discriminating to test the plan on which the story is built.

Almost every day the city editor is brought face to face with amazing unfamiliarity with newspaper practices. A member of a woman's club may drop into the office with a long, carefully written account of recent club activities, beginning with a formal, high-flown introduction and ending with the fact that the club had voted to issue bonds for the purchase of a community resthouse. When the cut and rearranged article appears in the paper the secretary protests that ruthless liberties have been taken with her manuscript. She does not realize that the editor has given the story interest and compactness, thus attracting readers who never would have glanced at the original.

Then there is the problem of the cub reporter, who has taken college courses in English literature and descriptive writing, and is of the opinion that he knows how to produce impressive compositions on every subject. Such a journalist has not a little to unlearn as well as much to learn. Practical newspaper experience will inform him of the fact-telling function of newspaper writing and will, besides, teach him to estimate the length and proportion his story shall take.

The telegraph editor meets a similar difficulty with the flamboyant correspondent covering news in a small town. It requires time, observation, and training to teach an out-of-town reporter the value of the local incident when contrasted with other items published in newspapers.

Misconceptions just enumerated would not exist had the young reporter and the newspaper reader given serious thought to the structure of a conventional newspaper story. The preacher, the novelist, the out-of-town correspondent, usually follow the conversational method of unwinding their impressions and observations, reserving the climax for the end. The experienced reporter, on the other hand, virtually reverses the process by fastening the outstanding feature into the introductory sentence. He attempts to transmit his news swiftly, conscious of his obligation to convey information to hurried and eager readers.

The first commandment. The first commandment in the decalogue of the newspaperman is to state the gist of the facts in the opening paragraphs, so that the essentials may stand out as boldly as a house on a hill, with as much economy of time and space as is consistent with interest. Once he has struck the keynote and concentrated the whole series of events within a single paragraph, he proceeds to add relevant details and particulars. There is none of the improvising of the musician searching for his theme; the theme is struck surely, unhesitatingly, at the outset, so that the finished production may achieve singleness of effect.

Plotting the story's curve. A critical glance at a well-constructed newspaper story will make clear the plan of development as suggested. Examine the following story:

1. An immediate and brisk announcement of the central feature of the story, including answers to the questions *Who? When? Where? Why? and What?*

2. Background necessary to a complete understanding of the news.

3. See how subheads and free-paragraphs bring sunlight between solid lines of type; also note effectiveness of direct quotations.

SEYMOUR, IND., May 23.—Frank Hawn, of this city, and his daughter, Mrs. Ocie Hawn Newberry, of Hartford City, were reunited Sunday after a separation of twelve years, during which time neither knew of the whereabouts of the other.

Some time ago Mr. Hawn learned that his daughter was living in Hartford City. When he arrived there he was told that his daughter had gone to Sunday school. He approached the church and some one pointed out a young woman who was leaving the building as Mrs. Newberry.

DAUGHTER RECOGNIZED HIM

"Do you know who I am?" asked Hawn, as he approached her.

"Yes, sir, I do. You are my father," exclaimed the happy daughter.

4. Additional circumstances surrounding the news, clearing up the reasons for the long separation.

5. The clue that led to the search for the lost daughter; interesting but not indispensable.

Mr. Hawn and a former wife were separated several years ago, and by the divorce decree he received the care and custody of a son and the mother received the care of the daughter Ocie. A short time later Hawn's divorced wife remarried and the daughter was placed in a county infirmary.

About two years later, it developed, the girl went to live with Mr. and Mrs. J. C. Maddox, of Hartford City, and under their guidance and care she grew to young womanhood. Mr. Maddox was formerly a member of the Indiana legislature from Blackford county. On July 17, 1921, she was married to Dwight Newberry, a printer, at Hartford City.

LETTER PROVIDES CLUE

About two weeks ago Mr. Hawn received a letter, signed by a name believed to be fictitious, asserting that information about his daughter could be provided. A telegram was sent in reply to the communication, but was not delivered for lack of proper address. Mr. Hawn then took the matter up through other channels, with the result that his daughter was found. Until recently he did not know whether his daughter was living.

The whole story, which might form the basis for a novel, is simply sketched in the opening sentence. The plain facts are sufficient to arouse the reader's interest without the expedient of fine writing. The account is then developed in reverse order of occurrence, ending with interesting details, but ones which might have been omitted without destroying the force of the narrative.

The purpose of the lead. The opening paragraph in a news story is called a lead (rhyming with *reed*) and is designed to pocket all the facts compactly. A good lead is difficult to write. The reporter needs experience before his news findings naturally fall into logical thought divisions. If the lead is well done, the story as a whole has a good chance of getting past the copy-reader without bearing many marks of the corrective pencil. Reporters spend much time in so framing an introductory paragraph that it may be both attractive and inclusive in the summary of facts, and also prove appropriate to the subject.

A word of explanation. The foregoing style of attack is now so generally observed in newspaper offices that the young reporter will save himself a deal of trouble in speedily conforming his method to the accepted custom. It is not so arbitrary a requirement as it would seem and results in convenience to both the public and the make-up editor. The busy man in the street car or in the counting-room has neither time nor inclination to read through paragraph after paragraph that he may reach the real essence of a story at the end. He wishes the news prominently displayed by means of a pithy headline to arrest his attention and a concise opening sentence to arouse his interest.

There is another reason, largely a mechanical one, growing out of office conditions. The average newspaper has difficulty in handling the amount of news that reaches its desks every day. Indeed, the difficult task is not in *collection*, but in *selection*. Pressure of important news at a late hour or a crush of advertising will frequently demand the killing of less vital paragraphs of stories already in type. If they are written in this "upside down" fashion only the least important facts of the story need be sacrificed.

On a morning paper, for instance, reporters begin work at one o'clock. At that time much space is available, and afternoon assignments are usually written with detail. Evening comes on, and often with it many an exciting happening. News does not develop by schedule. A big story—the death of a president, a murder, a mine catastrophe, graft in the statehouse—may come in at any moment and demand many columns of space. Obviously this fresh news is of more importance than the most of the afternoon stuff. It is therefore necessary to trim less important stories, many of which probably have been printed with elaboration in evening papers. This trimming is accomplished by throwing away concluding paragraphs of stories already in type and by slashing copy yet to go to the compositor.

Grouping the five W's. The following lead is expressive of the human-interest values of the story, mingling the appeal to the emotions with the clear statement of the facts themselves. Notice how the feature of the attending circumstances is first accentuated as of most engrossing interest.

BERKELEY, CAL., May 22.—Childhood dreams of the chance to display physical bravery, a chance denied him by deformity from birth, became a reality yesterday for Charles Arkinstall, 14. He seized the bridle of a runaway horse and clung to it until the animal stopped. A woman and two children in the buggy were uninjured. Arkinstall's ankle was broken.

In the foregoing paragraph, as in all good leads, five important questions are suggested and answered. They are *What? Who? Where? When? Why?* These queries are the logical ones which group themselves in order of importance in the reader's mind, and should be answered early in the lead sentences. All of them are not, however, of equal importance; the question that has greatest feature value should always be selected.

Where. In the following story *where* is the most significant point of the story, so the word *Paris* is given an honored place, thus:

PARIS, FRANCE, May 24.—Paris today experienced the hottest May weather in fifty years. At 11 a.m. the thermometer stood at 91½ degrees Fahrenheit and was still rising.

What. The *what* in this story of a college for prospective meat packers has not been printed before, and therefore was made the feature of the introductory sentence:

Something new in educational institutions will be founded here—a college at which prospective meat packers may receive special training—if plans of Thomas E. Wilson, president of the Institute of American Meat Packers, materialize.

In a report to the institute's executive committee Wilson has outlined plans for a training school that would "provide broad but specialized collegiate education for young men intending to enter the packing industry."

Who. To begin a story with a name is the simplest of all beginnings and often the most effective. Unless the person is well known, however, it is best to choose a more striking feature.

Lacking this, the *who* leaps into position, thus:

MADISON, WIS., May 23.—Helen Hovde of Des Moines, Iowa, a student at the University of Wisconsin, was seriously injured, and her companion, Marguerite Sherwood of Chicago, also a student, received a broken knee when the new racing car owned by Miss Hovde turned over on the Verona road, near here, late yesterday.

The girls were giving the racer its first trial. They failed to consider the condition of the road and while speeding lost control of the machine, which swerved to the side of the highway and turned over three times.

When. Time seldom earns a prominent place in a lead, but in the accompanying example a certain breathlessness is given the story, and its speed is quickened, by placing the phrase *Two hours* at the beginning:

NEW YORK, May 20.—Two hours before the steamship Majestic sailed for England today it took aboard the last of the special shipment from Chicago which is being rushed across land and ocean to complete a seven day shipment from the middle west to London.

The freight was meat and meat products, taken aboard from a lighter tied alongside the Majestic at daybreak. The freight started from Chicago Thursday and was rushed by special train to Weehawken, N. J., where it was lighted across the river.

Why. The statement of cause is the chief ingredient of this story, which would otherwise not have been printed:

PARIS, May 25.—(By the Associated Press.)—Because of a slight fog this forenoon there was some delay in the departure of Maj. W. T. Blake, Capt. Norman MacMillan and Lieut. Col. Le Broome, the British aviators, who reached Paris yesterday from England on the first stage of their attempted 30,000-mile flight around the world.

The airmen had their machine out on Bourget field ready for the departure, but at 1:30 p.m. they were still awaiting more favorable conditions.

By the skillful adjusting of the elements of the lead even an uneventful death notice may be made interesting by giving attention to setting and unique circumstances. Here is the lead sentence of such an announcement, worth considerable space because of the prominence the actor played in a recent romance:

London in June and a reunion of the three: Mary Landon Baker, daughter of the Alfred Landon Bakers, 1130 Lake Shore drive; Alister McCormick, son of Mr. and Mrs. L. Hamilton McCormick, 631 Rush street, her fiancé, and Barry Baxter, English actor, who played here this winter at the Garrick theater with Ina Claire in "Bluebeard's Eighth Wife."

The tryst will never take place.

Barry Baxter died yesterday morning in New York of pneumonia at the home of a friend, Dr. E. L. Round, 130 West Seventieth street, just a few hours after the arrival of a dispatch from Paris announcing the fifth postponement, this time until September, of the Baker-McCormick nuptials, which were to have taken place at the Fourth Presbyterian church Jan. 2.

Suicide. In the case of a suicide the cause and background almost always furnish a compelling, not to say sensational, lead, unless the unusual prominence of the person captures the niche. This is the usual cast of a suicide story concerned with the announcement of a person's sudden death:

Mrs. Emma Weir, 65 years old, who was found dead yesterday in her apartment at 2114 Wellington avenue, with gas flowing from four open jets, was identified last night as the Emma Weir known as a shoplifter of years ago, with a record dating back to 1876. She had long since "retired."

Here is another suicide story in which the motive is forced into the opening sentence:

Despondency caused by illness and an accident which befell her husband is believed to have caused Mrs. Rosa Grecco, mother of eight children, to attempt suicide in her home at 767 De Koven street last night. Her husband, Michael Grecco, a well digger, had his right

collar bone broken a week ago when a well caved in on him. He told the police he was lying in bed in one room and his wife was in bed in another room talking to her 5 year old son when she fired a bullet into her abdomen.

Participial and infinitive leads. Variety may also be secured by employing different parts of speech in beginning the story. Leads starting with a participial or a prepositional phrase not only break the monotony but also introduce the action into the first group of words, making for graphic force. Thus:

WASHINGTON, D. C., May 25.—Willing to take a chance with death to prove himself the only real aerial daredevil of congress, Representative Manuel Herrick (rep., Okla.) accepted an aviator's challenge today to join him in a high flight with the brakes off.

From those sections of Chicago where live the "underprivileged" children, the boys and girls who don't know what vacation means except that it is cessation from school activities, will go to the country homes in Illinois this summer more than 1000 youngsters through the co-operation of the Daily News, the Illinois Agricultural association and the United Charities.

Suiting the lead to the story. If all stories rigidly followed the straight news style in telling the news, readers would soon tire of having information served them according to formula. Indeed, bare items listed in a row possess little attraction to the average reader. To avoid the ennui caused by such dull, standardized writing newspapermen endeavor to cast their facts in a variety of molds, each dependent upon the sort of news to be disclosed.

The question lead. The foregoing leads have all carried the news in declarative style. Upon occasion, however, many newspapermen employ the rhetorical interrogation with striking effect. Thus:

LOUISVILLE.—Where is the body of William Clark Quantrill, famous as a guerrilla in the Civil War days? This is a question that Mayor Huston Quinn has been called upon to answer by a member of the Confederate Veterans of Oklahoma.

The quotation lead. A direct quotation setting forth a significant remark, a passage from a speech, or an epigrammatic phrase may be used as a key sentence in starting the story's movement, generally with realistic result, if the paragraph of quotation does not become unwieldy. The *Kansas City Star* and the *Chicago Evening Post* use the monologue with capital results, often adding informal tone and a chatty freedom to an otherwise humdrum bit of news. Apropos of this method, notice how an interchange of comment gives an attractive touch to this story of a baby raffle clipped from an Ohio paper:

"Is it alive? Well, good gracious! I should say it is alive!" exclaimed Herman Collin last night when asked about the "real live baby" he advertises to give away Thursday night during the performance at Collin's garden. "It can crow and cry, too, you bet; just come down and see for yourself, that night!"

"Whose baby is it?" he was asked.

"Ah," replied Mr. Collin, "that I promised not to tell."

"Are the parents tired of it or why are they giving it up?" was the next question.

"That also I promised not to tell," said Mr. Collin.

"Is it a boy? Is it a white baby? How old is it? Has it got blue eyes? What does it look like?"

Mr. Collin gave way somewhat under this fusillade and said: "Well, I'll tell you; it is a boy and maybe he'll be president some day. I don't know what kind of eyes he's got. He is a white baby, of course, and about six months old; at least I suppose so, because he is still clinging to a bottle with his chubby little fists."

The cartridge lead. To attract the reader's attention to a sudden news happening a short sentence may sometimes be employed. It is sharp, pungent, and provocative of thought. Such a lead has the force of a bullet-shot and may well be called a cartridge lead. In this regard the *New York Evening Post* and the *Kansas City Star* can usually be depended upon to give a literary finish and a happy twist to their leads. A case in point is the death of President Harding told by many reporters in the first dozen words.

Will Irwin's great requiem of San Francisco begins:

The old San Francisco is dead. The gayest, lightest-hearted, most pleasure-loving city of the western continent, and in many ways the most interesting and romantic, is a horde of refugees living among ruins. It may rebuild, it probably will; but those who have known that peculiar city by the Golden Gate, have caught its flavor of the Arabian Nights, feel that it can never be the same. It is as though a pretty, frivolous woman had passed through a great tragedy. She survives, but she is sobered and different. If it rises out of the ashes, it must be a modern city, much like other cities and without its old atmosphere.

The suspended-interest lead. There is another type of opening sentence, styled the suspended-interest lead, which does not follow regular news-story structure, but develops the facts as it proceeds, like a short story or novel. In some situations this may be effectively used, but the occasion must warrant such leisurely procedure. Mystery and animal stories designed to entertain rather than inform are well suited to this sort of presentation. Note:

MIDDLETOWN, N. Y., May 16.—Edsall & Billings run a drug store here. Leslie Edsall takes care of the prescription end of the store. His end was vacant this afternoon and he was watching the line of customers at the soda counter and the novelty showcases when he saw a dog sneak in alongside a patron. "Queer dog," Leslie thought. "Doesn't seem to belong to the customer—seems to be by himself." Then he noticed that the dog was walking on three legs and holding up the fourth paw.

While Leslie watched the dog hopped along on three legs, passing all the customers, until he came to the prescription department, where Leslie has prominently displayed a large "First Aid" sign. As Leslie leaned over his counter, the dog looked up wistfully and held his injured paw up a little higher. Leslie took in the situation at a glance and, taking up the dog, treated the injured paw and put it in splints. The dog wagged his tail and went out. Leslie says he found out the dog had never seen the drug store before, but had sought it after trying to stop an automobile.

The descriptive lead. Closely related to the suspended-interest lead is one presenting statements which, one by one, draw increasing attention to the story as it unfolds. Indeed, every sentence is a lead in itself until the story reaches a climax. Observe the advantage of this type of story, which builds interest :

NEWPORT NEWS, VA., May 26.—To the town where she was born "the Lizzie of the navy" came back today not as a heroine, but as an orphaned pauper. In the early '90s she steamed for the first time out through the misty Virginia capes, flag bedecked, blue jackets energetic, and with her proud commander on her bridge waving acknowledgments to a cheering mass on the shore and saluting passing craft. Now she is back, flagless, crewless, and cheerless with none to do her honor.

And she is furious in her despair. Not because she is to be scrapped, she who always was ready for a scrap. But she is to be reborn, and reborn a German ship.

Types of freak leads. Sometimes a bit of poetry may strike just the desired note in the lead and put the reader in the frame of mind to appreciate the story that follows. Such a device is known as a freak lead. The Chicago *Daily News* has a special writer who makes a practice of writing whimsical poetry as a prelude to his news oddities. The following signed story is an example :

By ROBERT J. CASEY

"I'll be quite Franc with you," he said,

As from his banking lists he read.

"Just Mark my prices are ahead.

"The new exchange, a week from hence,
Will be less favorable, gents.

I would not keep you in sus-Pence.

"Of Sterling methods I am fond.

My principal is safe and sound.

I lose an ounce; I gain a Pound.

"My honesty you must admire.

No profit here shall I acquire."

His hearers answered: "You're a Lire!"

—Vest Pocket Anthology

[Special Correspondence of The Daily News.]

On Board S.S. Canopic, May 8.—This is a personal message to Mr. Ponzi of Boston, who

reaped a fortune and some months in the penitentiary by means of experiment with unchanging exchanges. Its principal character is Jeremiah Griswold of Melbourne, a financier who never had heard of Mr. Ponzi but whose ambitions were not to be bounded by the circumference of a dollar.

Mr. Griswold sauntered up the gangplank at Halifax with a pocketful of express checks and no thought of future riches. He had not been at sea a day, however, before he discovered one of those strange phenomena of ships. In the steerage smoking room refreshments of various sorts were purveyed at 22 cents per portion, whereas in the cabin cardroom the same portion of potion cost 23 cents.

HE GETS THE IDEA

Mr. Griswold wanted to know. Mr. Griswold was told. With constant fluctuation of exchange the value of a shilling (nominally 25 cents) depended largely upon the guess of the steward making the sale. It was quite complicated. Anything from \$4.43 to \$4.50 was worth a pound, whereas a pound avoirdupois of English copper pieces was worth about 40 cents.

Mr. Griswold was quick to observe this unsettled condition of the money market and as quick to respond to the urge of gain. He saw that by trading with the cabin smoking-room steward he would be able to acquire numerous 22-cent shillings in change. It was obviously simple to take these 22-cent shillings to the steerage canteen and sell them at 23 cents.

His steamer trunk began to bulge with a motley array of currency. Today when he prepared to turn in his gains to the purser his paper profit had reached \$100.

Notice another type of freak lead which brings action and dialogue into the story and is nicely adapted to stories written in a light, humorous vein:

Mrs. C. F. Wise, who conducts a day nursery at 6939 South Ada street, called the Englewood police today.

"I've tried to find Mrs. Mary Smith, the mother of a baby in my nursery, for weeks," said she. "I'm a failure. Can you do anything?"

The police thought they might, if Mrs. Wise would give them details.

Mrs. Wise would. The baby's name, said she, was Dolores. The mother hadn't paid for her keep. She didn't know the mother's address, but her telephone number was such and such. Of course, that wouldn't do the police much good. There are so many telephones.

"Yep," came back the sergeant. "There are a lot of telephone numbers." He omitted to say the telephone company knew them all.

Figurative leads are devices which add novelty and tone to stories, generally those with happy endings, although in the hands of a writer equipped with literary skill and background the figurative lead may be applied to serious recitals. Examine this one:

Sherlock Holmes has unraveled his last mystery. He and the admiring Dr. Watson have gone to the story characters' heaven, and Scotland Yard will have to do its stupid best without them.

Sir Arthur Conan Doyle, creator of Sherlock and his Boswell, has abandoned literature, he told an audience of Chicago spiritualists last night, at 12 South Oakley boulevard. He will devote the rest of his life in this world to propaganda for "the greatest thing that has come to humanity in 2000 years."

Policy leads. Nearly every newspaper holds to a set of news policies that are played into the leads whenever occasion warrants. They may be used in a campaign against reckless driving, against bootleg whisky, or be wielded in the interest of a constructive program for civic improvements, such as a subway or better traction service. Read this one:

Results of the new psychoanalytic method of dealing with reckless motorists, inaugurated in the traffic court today, were apparent before the court had been in session half an hour.

Eimer Nelson, 31 years old, born in Sweden, arrested on a charge of driving while intoxicated, after he had crashed into a string of cars awaiting the "go" signal in South Halsted street, was fined \$150 and costs, sentenced to go to church for a year, placed on probation for a year, and consigned to the water wagon for the same length of time.

The following lead, illustrated with the striking cut, brings into strong relief the disastrous results that follow the sale and use of illicit whisky:

Poisoned liquor claimed three more lives in Chicago yesterday, while groups of public



spirited citizens, police officials and government prohibition heads girded themselves for a fresh attack during the coming week on bootleggers and purveyors of home vintages of alleged deadly character.

The three new death victims, one of whom was a woman, which brings the total fatalities since Jan. 1 up to thirty-seven, were:

Mrs. Grace Linn, 35 years old, 1031 Sedgwick street.

Frank Svoboda, 37, father of six children, 2151 West 18th place.

A man identified as Anthony Victovich, 35 years old.

The 1-2-3 lead. The 1-2-3 lead is the simplest means of handling a story complicated by several features of equal importance. The first paragraph must be a brief summary of the whole story, as constituted by the several happenings. Then comes a short sketch, usually in separate paragraphs, of the various features, altogether like the table of contents of a book, followed by facts detailed under each numbered division. For example:

The street car men's unions yesterday halted their march towards a strike long enough to make three significant moves in the direction of peace. The outstanding developments of the day's conferences were:

1. William D. Mahon, international president of the union, extended an invitation to any outside agency, representing either the city or state, to exert whatever influence it may have in effecting a settlement between the men and the companies.

2. The elevated men's committee decided to continue their negotiations with President Britton I. Budd as to wages and working conditions this afternoon.

3. The street car men's committee decided to ask for another conference with Henry A. Blair, president of the Chicago Surface lines, at the same time.

Bringing new facts into the story. When a story is already in type it often becomes necessary to write a new lead to take care of the latest tidings, some hidden feature that has just come to light. If a robbery has been committed and the man involved in the theft has escaped, naturally the opening paragraph would spend more time on the happening itself; but if the robber is captured a few hours later, the lead should be rewritten to incorporate the fact, since every newspaper prides itself on up-to-the-minute publication of news. It is not often necessary to rewrite the whole story, but merely to eliminate the old lead and substitute another, marking it *new lead*. At the beginning of the body of the story is written *Turn rule, new lead*, so that the compositors will know how to assemble the parts of the story.

Sometimes a story is not complete in all its details, but adds important facts every day as fresh developments occur. The adept newspaperman must not only watch for these developments, but must so weave them into the lead that there will be no confusion on the part of the reader. It often happens that a reader has not seen the first details of the story published, so he would be hopelessly at sea when later developments appear. He requires some explanation of the events leading up to them. To overcome this difficulty the reporter should insert explanatory clauses that recall the first stages of the story and at the same time bring into high relief the newest feature. This type of opening paragraph is quite different from a new lead, which cannot presuppose the reader has known facts previously printed, even though it includes all the information. For instance, here is the lead which introduces a story of a jewel robbery:

Owen W. Brewer's home at 411 Briar place, the northern end of Chicago's gold coast, was looted of jewels and clothing valued at \$15,000 yesterday by a "model maid" who was em-

played three days ago, giving references from Pasadena, Cal. The loss was first discovered by Mr. Brewer when he returned home near dinner time. A partial and hasty inventory of missing valuables taken is as follows:

Two diamond rings	\$2000
One diamond sapphire ring	800
One diamond ring	900
One pearl necklace	2600
One diamond scarf pin	400
One pearl scarf pin	400
One lorgnette chain	275

COMPLETE LIST IMPOSSIBLE

It was not possible to make a complete check last night on everything missing.

The identification of the "model maid" was made interesting by the following facts which gave a new angle to the story:

Mrs. Etta Perry Hall, divorced wife of Joseph Hall, wealthy broker and real estate man, was identified yesterday as the "burglar maid" who robbed the home of Owen W. Brewer at 411 Briar place Wednesday, obtaining loot estimated as worth \$15,000. The identification was made by Mrs. Brewer after she had been shown a picture of Mrs. Hall by the representative of an insurance company.

There was a still later development which implicated another accomplice:

Mrs. Etta Perry Hall, "model maid," hunted by police for a \$15,000 robbery in the home of Mrs. Owen Brewer, 411 Briar place, and an unidentified man believed the "master mind" guiding her, were trailed by Herald and Examiner reporters yesterday to Milwaukee. They are thought to be in hiding there.

Mrs. Hall, or a woman so closely resembling her as to be identified as her from a photograph, had appeared in a Kenosha drug store. She carried two heavy suitcases and a hat box, such as the Brewer maid had when last seen.

Each story while containing almost the same information has enough punch given it by the added facts to make it zestful and readable.

Rewriting stories from other papers. Housewives long ago discovered that wilted lettuce may be made crisp and fresh by sprinkling water on the leaves. Newspapermen have recourse to the same artifice when it becomes necessary to revive stale information. To give belated news an appearance of freshness it is customary to emphasize at the start the latest development of a story already printed and to reserve minor details for concluding sentences. This practice also operates upon stories rewritten from earlier editions, where effort is made to play up fresh phases and incidents. Such expressions as *It was announced last night* and *At 10 o'clock this morning* are used to masquerade tardiness of publication in the case of happenings which have just leaked out or which have been exploited at length in other papers. One of the duties of the rewrite man is to rehash such stories. Note the following, rewritten from a morning paper:

Mr. and Mrs. William E. Swift of Lake Forest, today were besieged by friends and relatives who sought to congratulate them on their remarkable escape from injury, when their automobile stalled on the railroad tracks at the Lake Forest station.

The running story. Stories are not always written after the event has become a matter of history. The "running" story comes in piecemeal from the court room, the baseball diamond, and the prize ring. The reporter transmits every swing of the pugilist's arm and every crack of the bat just as they occur. When the game, trial, or fight is over, the details are complete, and the only thing necessary is to write a lead for the entire sequence. This sort of story, frequently seen in the sporting editions after the game, is not eminently satisfactory. It lacks unity and compactness, qualities much to be desired in newspaper accounts.

In the matter of court trials radical departures have taken place in the past few years. The old method of printing questions of lawyers and answers of witnesses is giving way to a more realistic procedure, which may be compared to the novelistic method. The appearance of the witness on the stand is described, his striking remarks and how he made them are inserted, and every touch of comedy or tragedy likely to arouse sympathy is played up. It is

only necessary to follow any celebrated trial, in which women feature writers match wits with unemotional newspapermen, to make clear modern reporting. This method of featuring court scenes—while sometimes too colorful and hectic—marks a distinct advance over the drab stenographic report, which few people read carefully.

Avoid the stereotype. In setting down some of the most useful devices to carry the news to the reader there has been no thought of recommending standardized forms that kill originality and freshness. Most intelligent copy-readers find delight in a piece of good writing, just as every instructor in news writing courts it from his students. The only purpose of any textbook is to guide the feet of young writers in the right direction.

Suggestions to writers. If you have a "scoop" and are dealing with an exciting episode just unearthed, you are justified in going into detail, since you are turning up fallow ground. If a story has already been printed in full, you should present the facts in condensed form unless new features have developed.

Don't pad your story unnecessarily. Strength, not merely length, is wanted.

Put the freshest and timeliest feature of the story first, even if you have to recast it because of later developments. This is especially true of rewrites.

When you have a big story always ask for space limit at the city desk before you begin to write it. Never exceed the space first allowed for a story without consulting the city editor.

Set down the high-lights of the story; then choose the brightest for your feature.

Plan the lead of your story on the way back to the office. You will then have less difficulty in getting started.

Don't overwork the participial lead. Some newspapermen can write nothing else.

No lead should contain elements not found in the main body of the story.

Try to tell the gist of the news in the first dozen words.

Use superlatives sparingly.

Don't misrepresent the facts for the sake of novelty.

Don't try to jam all you know into one omnibus sentence; feed in subsidiary facts gradually.

Crowd as much action into your lead as possible.

Avoid beginning your lead with *a*, *the*, or *yesterday*, unless clearly expedient to do so.

Use nouns and verbs of Anglo-Saxon origin rather than foreign derivatives.

Follow the peculiarities of style common to your paper.

Don't take anything for granted in your lead. The reader should know just where an event took place and the actors in it. The fact that something is familiar to you is no reason for supposing that the public knows all about it.

Pique the curiosity of your reader.

Stop when your story ceases to be interesting.

PRACTICE ASSIGNMENTS

I. INVERTED LEADS

The accompanying newspaper leads are defective because the facts of top interest have been lost or hopelessly jumbled. Examine them carefully, then rewrite them so that the outstanding news feature is immediately presented.

Strive for easy reading, truthfulness, reader-interest.

1. A brakeman on the C. & N. W. Ry., about 23 years of age, was struck by an eastbound passenger train No. 20 about half a mile east of Winfield at 2:40 o'clock Wednesday afternoon and instantly killed. He was a brakeman on a way freight which was switching in the Winfield yards, and stood beside the eastbound track as the passenger train went thundering through. It is thought the "pull" of the passing train caused the accident. He was picked up and brought to Kampp's undertaking establishment.

The coroner's inquest held at the city hall yesterday brought out the fact that the name of the deceased was James Dewey Kellogue, about 23 years old, unmarried. He roomed in Chicago, but his father lives in Lincoln, Ill.

2. A number of business men have been donating their cars and services to the Fair Association the past few weeks, advertising the fair at various towns and along the way to these towns. Yesterday the secretary Dr. George C. Blish made a trip in one of the cars to the southern part of the county and while driving past a section of land near Elizabeth he noticed a large number of trees that had been torn up by the roots by the wind of last Friday evening.

These huge trees, a small grove of them, had been toppled over as though they were mere twigs. One tree was a huge oak fully six or eight feet in

circumference that was felled as slick as a whistle. Then some people will say that no bad windstorms ever occur in this locality. Wind with power to root up big trees such as these were has power to do any amount of damage should it strike a town.

3. A fire discovered shortly after 11 o'clock Thursday night, destroyed an old ice house and several smaller buildings in Arlington and for a time threatened the entire town. A barrier of trees intervening between the blaze and business buildings of the town's main street, proved effective in checking a general spread of the flames.

4. On last Monday night a meeting was held in the Central school at Sycamore, to see if there was any interest left to revive the Sycamore band, and the occasion was a success.

Those present organized and elected the following officers:

President, Robert J. Lecky
Vice president, Fred Solomon
Secretary, Charles Tyrrell
Treasurer, G. R. Holmes
Leader, John O'Brien
Librarian, Robert Hoover

After the election they enjoyed a couple of hours playing.

5. A Sunday school picnic arranged by the Brooklyn Lutheran church and which was to have been held in the Zimmerman woods, was postponed last week on account of locusts, which were so numerous in the grove as to make it impossible to hold the picnic there.

6. Several automobile loads of Starke county bankers drove to Crown Point, Tuesday and attended the big picnic staged by the Second District Bankers Association of Indiana. All the banks of Starke county were represented and a splendid time is reported. Those from Knox in attendance were: J. W. Long, H. F. Schricker, J. W. Kurtz and wife, F. A. Green and wife, Gus Reiss and wife, James C. Fletcher and wife, W. S. Daniel and wife, Frank Joseph and wife, H. R. Koffel and wife, Edward Taylor and wife, Charles Koffel, Miss Marie Fletcher, Robert Joseph, Miss Thelma Newtonson, Martin Kurtz, Charles J. Schwartz and wife.

Our delegation went with a determination that their presence be felt. In the contests they were victors and brought back the trophy for the horse shoe pitching contest. The winning team was composed of F. A. Green and Elmer E. Mosher.

7. The story published yesterday of the explosive milk bottle which nearly tore the thumb from the hand of C. B. Signer, Chicago representative of the Lackawanna railroad, blew up today with much the same violence that is supposed to have attended the opening of the bottle.

It was said the bottle was an infernal machine planted by rail strikers.

Mr. Signer said today that the bottle was filled with gasoline and that the wreck of his hand occurred when he threw the container away.

The error was caused by a mistake in the hospital reports, when he went to have his hand dressed.

8. The necessity of sharing the burden of the mother who is obliged through misfortune to leave her home and go out to work to support her children, is to be met by a group of women headed by Mrs. Joseph Fish of 5490 South Shore drive.

For several years a home for working mothers with children over two years of age has been maintained at 4206 Ellis avenue by the Co-operative League of Chicago, of which Mrs. Fish is president.

So urgent has the need become for providing living quarters for mothers with younger children that the league has launched a larger plan and will open similar homes in various sections of the city where mothers with babies will be accepted.

A trained nurse, a dietitian, a house mother and a kindergarten are provided by the organization, which will be known henceforth as the Home Club for Working Mothers. The children of school age will be sent to the near-by schools.

9. Cousinly affection having ripened into a deeper and tenderer love, Mr. Thomas Edward Payne, of Troy, Va., and Miss Ellen Payne, of Keswick, drove in their car last evening to the parsonage of the High Street Baptist church and were united in holy wedlock by the Rev. Henry W. Battle, D. D. They left immediately afterwards for a bridal trip to Washington and other points.

10. Just before the Fourth the section around Gilberts was shocked by an untoward happening in the family of Mr. W. S. Wilkerson, one mile north of that village, which resulted in his losing his life at the hands of his son, Emmett Wilkerson, who claims that he shot him to protect his mother.

11. There was a terrible accident at Michigan City, Indiana, when Mr. John Blake, a prominent man of Fairdale was killed last night.

Mr. Blake's automobile was struck by a train. He and two friends have been touring Michigan for about a week and were returning home and expected to arrive at Fairdale this evening.

It is not known at this time whether the others in the party were hurt or not.

Mrs. Blake was with her husband and she telephoned her sons regarding the accident, which would indicate that she was not seriously injured.

12. How would you like to go on an old-fashioned picnic; to enjoy once more the thrill which comes with cooking the supper over the open-air fire; to feel once more the joy of living for a brief spell in the outdoors?

Battle Creek's new tourist camp is to be officially dedicated on Friday afternoon—and the dedication will be one of those old-fashioned family picnics, such as you enjoyed in the years gone by and should enjoy again.

The tourist camp is completed. Its tables, stoves, water connections and comfort stations are in place—all the result of volunteer labor on the part of Battle Creek's enterprising business men. And now Battle Creek is to dedicate it.

13. Thursday evening Rev. Ferdinand C. Iglehart, author for fifty-two years and former pastor of the First M. E. church of Bloomington, internationally known for his temperance work, and as a biographer of his intimate friend, the late Theodore Roosevelt, died suddenly of apoplexy in New York City. Death came after a fishing trip, at the home of a friend in Montauk Point, L.I. The funeral will be held privately. The home of Dr. and Mrs. Iglehart was at Dobbs Ferry, N.Y. He was in his seventy-eighth year.

14. Sunday afternoon about 4 p. m. a Studebaker seven passenger car driven by Alvens LaVere, a Belgian of Mishawaka, Ind., and occupied by his wife, daughter, aged 7 or 8 years, and another couple, came to grief on the narrow road east of the Arford crossing, near the concrete bridge. LaVere tried to dodge a motor-cycle and ran into the ditch.

15. According to Reverend C. J. Hewitt, director of the School of Methods for Town and Country Pastors to be held at Garrett Biblical Institute from August 1-19, the features this summer will be as follows:

Three evening lectures, Tuesday, Wednesday and Thursday of this week at 8 o'clock in Memorial hall. The speaker will be W. W. Diehl of Albion college, and the subject for this series of lectures will be "Phases of Rural Life."

Friday at 8 p. m. in Memorial hall Professor Bailey of Northwestern will give a stereoptican lecture on "Rural Life in Art."

Throughout the three weeks session Professor Earl Roadman of Upper Iowa university will conduct a series of lectures in Memorial hall at 7 p. m. Prof. Roadman will speak on pageants and dramatics, and will give several demonstrations in connection with the course. The public is invited to all these lectures.

Miss Edna Geister, a nationally known social and recreational leader, will have charge of the daily recreational hour tomorrow at 4 o'clock.

16. David Nixon, 15-months-old son of Mr. and Mrs. Vergne Nixon of Lake Villa, was rushed to the Victory Memorial hospital late this afternoon to get treatment for severe burns on the face, neck and hands. A pot of scalding tea was overturned on the youngster at lunch yesterday. The burns will not prove fatal, but are of such severe nature that skin grafting may be necessary. The babe was reaching across the table and accidentally spilled the tea over himself.

17. Mandan's city election, held yesterday, brought out a large vote. Several elements entered into the election to make the fight of considerable interest to the voters of the city. Two members of the city commission were elected, two holding over. John F. Dorn, freight conductor of the Northern Pacific and well known as a baseball pitcher, and Fred Cutler, passenger conductor for the N. P., were elected members of the city commission. They had the support of the labor union men, the railroad men making an especially hard fight for them. The vote was as follows: Dorn 974; Cutler 860; F. Hunter 594; U. T. Endler 378.

18. As was predicted, Saturday afternoon's game between the Young Men's Business Club and the Wholesale Grocers proved to be one of the best games played this season. Though they entered the game heavy favorites, the unbeaten Wholesale Grocers were forced to extend themselves to the limit in order to get away with the big end of a 9 to 7 score, and local fans will eagerly look forward to the next meeting of these teams.

19. Of the forty-six American Legion Posts which comprise the upper peninsular of Michigan, advices have been received from the various posts by Guy M. Cox, secretary of the Upper Peninsula Association of American Legion Posts, that fully 1500 to 2000 legion and ex-service men will march in the grand parade which will be held 11:30 a.m. Saturday, July 8, at the second annual convention of the Upper Peninsula Association of Legion Posts at Iron Mountain Friday and Saturday, July 7 and 8. Each post will carry their legion colors in the grand parade. Six bands will also appear in the parade.

On account of the extensive plans made for the convention it has been extended to cover a period of two days and will commence with the meeting of the state executive committee at 9 A. M. Friday, July 7. The election of officers for the ensuing year, reports of committees, selection of town for this year's convention and other business will be taken care of at this meeting.

20. William Cannoi, 28, faced death in France with the A. E. F. many times, and "came through," but with health shattered. The physical defects which grew out of his army service are believed to have been the cause of his tragic death late Saturday afternoon at Mendota when an automobile which he was driving was demolished by an Illinois Central passenger train and Cannoi was instantly killed. The accident occurred at the crossing at the north end of Main street, a few minutes before 6 o'clock.

21. Monday morning as S. E. Bruns and Frederick Simmons were coming to town, when near the Lacey ranch, Mr. Bruns saw what he took to be the body of a man lying on the ground a short distance from the road. When he stated his belief to Mr. Simmons, the latter was positive that Bruns was mistaken. So strong was the impression on Mr. Bruns that after he had gone some distance he backed the car to the spot to investigate.

The men were shocked when they moved the snow away to find the body of E. M. Sherman, general foreman of the Miles and Lacey interests.

22. A big Haynes car was badly damaged this morning and several people escaped with slight injuries when two cars collided on East Lincoln Highway at seven o'clock.

Mr. and Mrs. A. E. Gage and son of 4414 North Lincoln street, Chicago, were on their way to Omaha and at the Ward school house east of Dekalb, they collided with a car belonging to Mr. Clifford, 20 West Jackson Boulevard, Chicago.

23. There has been given to the American Legion of Michigan a large tract of land on the shores of Otter Lake, and also having a frontage on two other beautiful lakes. Upon these grounds the state Legion has located the American Legion Children's Billet, or home for children of deceased or disabled service men. Already an administration building and the first of a series of cottage homes are in the process of construction, and it is expected that eventually many cottages will be added with facilities for the care of the needy children of deceased or disabled World War service men.

The plan is to make this a real home, with all that that name signifies for the children of service men who have passed on or of those who through disabilities are not able to care for their little ones.

24. Puzzle: how many thieves does it take to stow away a gallon of ice cream, six packages of cigarettes, a bottle of milk, and candy to fill in the chinks about two o'clock on a dark night pierced with rain and lightning? That is what Harvey J. Jensen, who lives at 901 Wheeler street and has his grocery store connected with his dwelling would like to know. These articles were taken from his store last Tuesday night.

Beside the aforesaid food, Mr. Jensen missed ten pairs of silk socks, and found his till which was emptied of about \$80, lying in the back yard soaked with the rain.

The intruders were found to have pried loose an outer window on the east side of the store, and farthest from the dwelling part of the building. After entering, they locked the door leading to that part.

25. According to R. B. Beach, chairman of the board of managers of the National School for Commercial Secretaries, which meets at Northwestern university August 21 to September 2, 125 secretaries from all parts of the nation have already enrolled and additional enrollments are being received daily. Among the visitors this year will be a number of women secretaries who desire to get additional information regarding their jobs and the best way to make good at same. Among the women secretaries are the following: Miss Laura B. Swenson, Omaha Chamber of Commerce; Miss Edythe M. Guffy, Philadelphia; Miss Agnes W. Vaille, Denver Civic and Commercial Association; Miss Kathleen M. Knight, Brockton, Mass.

II. STORIES TO BE TRIMMED

Compactness is more than a mere rhetorical quality in so far as the newspaper is concerned. Not only does it bring ease of comprehension, but it also permits the newspaper to print a large number of items.

When copy written by reporters is burdened with too many details these stories are trimmed by copy-readers to fit the requirements. Often a pressure of advertising will also cut down the amount available for news stories, requiring drastic cutting of copy submitted.

The accompanying stories, while in some cases not objectionable, would undergo the trimming process probably because of the fullness of their information. See what you can do to make them more compact and readable, of course not sacrificing facts essential to the reader's understanding.

1. A. H. Gilbert and George H. Sessions' trial on the charge of embezzlement and misuse of the funds of the Marietta Trust & Banking company, leading up to a shortage at the bank of \$233,000, will be the most interesting case heard at the sessions of the Cobb Superior court next week.

These sessions of court will form a continuance of the March term, for the hearing of disqualified cases, civil and criminal, and jail cases. It is expected that Judge Humphries, of Atlanta, will sit during the Gilbert-Sessions trial.

A number of interesting criminal cases have developed since the last sessions of the court, so it is expected that the court will have a pretty full week ahead when it convenes on Monday morning at 9 o'clock.

Conflicting rumors say that the local bankers under indictment will plead guilty or not guilty, and so little can be guessed or known until they come to trial under the various indictments next week. It is not expected that their cases will be heard before Wednesday or Thursday.

2. A. F. (Bert) Allen, of Huron, today announced himself as a candidate for the Republican nomination for sheriff of Atchison county at the primary August 1.

For several weeks there have been rumors that Mr. Allen would be a candidate for the office, and today's announcement confirms them, to the unbounded pleasure of his many friends in Atchison county who had been insisting that he enter the race.

Bert Allen has lived nearly all his life in Atchison county. He went to school in Atchison, having lived here in his youth, and moved to Huron in

1907, where he has since resided and where he has made many friends by his fair and honest business methods. His friends point to his business success as a criterion that he will make a success as sheriff, if he is nominated and elected.

Few Atchison county men have a wider acquaintance or are more generally popular than Mr. Allen. He has taken an active part in Republican politics for years, and will make a strong race. This is the first time in his life he has been a candidate for a county office. He expects to make an active campaign for the nomination all over the county, and there is not a neighborhood anywhere in the county in which Mr. Allen doesn't have friends.

3. "I am astounded," said Mrs. O. M. Babcock, one of Atchison's most accomplished musicians, after the cantata given in St. Mark's Lutheran church had been concluded yesterday afternoon. "Mrs. N. D. Bartlett, who trained St. Mark's choir, accomplished wonders. I never heard better church singing. I have heard many cantatas in which the soloists did superbly and the choruses performed very ordinarily. But Mrs. Bartlett made her chorus sing grandly yesterday. The chorus work, as well as the solos, were great. Mrs. Bartlett has done a great constructive work by having trained the St. Mark's choir to such a high degree of musical efficiency."

About 700 people heard the cantata, "Cross and Crown," yesterday afternoon, in St. Mark's church. The singers, 18 voices, were attired in black gowns, as is customary in that church. The soloists were Mrs. Bartlett, Mrs. Frank Mangelsdorf, Mrs. Earl Hellener and Evan Tonsing. Mrs. Bartlett distinguished herself, as usual. How she manages to train the choir and keep her voice fresh and sweet all the time is a mystery to her friends. As a choir director she has established a reputation that is not confined to the borders of Atchison. Mrs. Frank Mangelsdorf's rich contralto voice was very, very pleasing. She is one of Atchison's most pleasing vocalists, and is never disappointing. Mrs. Earl Hellener, a soprano, delighted the audience with her solo parts. She has a very sweet voice, and it does not lose its charm in the high notes. Evan Tonsing was the tenor soloist, and his singing met with the approval of all. No person in the audience realized that he was singing against odds, but he was. He was stricken with illness Saturday night, and was not fully recovered yesterday afternoon. He believes he was poisoned by ice cream. The triumph scored by the choir was to a great degree due to the splendid ability of Miss Carrie Patton, the organist. Mrs. Babcock, who is an organist of rare ability, is saying some fine things today about the manner in which Miss Patton played the cantata music on the pipe organ. The cantata, "Cross and Crown," is one of Mrs. Carrie B. Ashford's compositions. Mrs. Ashford is recognized as one of the foremost composers of sacred music. "Cross and Crown," is difficult in all its parts.

4. State Banking Commissioner John S. Fisher, of Indiana, Pa., is in the gubernatorial race to stay. The booms for Lieutenant Governor Beidleman and State Treasurer Charles A. Snyder have apparently been punctured—but today will tell the tale as it is the last day for filing petitions with the Secretary of the Commonwealth.

Fisher was the first to file petitions, they being placed in Harrisburg Tuesday afternoon, and were signed in Indiana, Armstrong, Jefferson, Butler, Cameron, Clearfield, Erie, Green, Mercer, Venango, Warren, Washington, Westmoreland and Allegheny counties.

Harry A. Mackey, chairman of the Workmen's Compensation Bureau and Gifford Pinchot are still strong factors in the race. The one man whom Governor Sproul would like to see as a "harmony" candidate has not yet definitely appeared. Efforts to sidetrack Fisher have proved unavailing, as the Banking Commissioner will not turn down the call of the "folks back home." It is rumored that Sproul will turn in for Pinchot, if he can't have his way and name State Committee Secretary Harry Baker, Congressman Will Greist, or some other "masked marvel."

Fisher is powerful in Pittsburgh, the Oliver interest being back of him, and equally strong in Philadelphia. Other Western Pennsylvania counties are strong for him. Pinchot will not have the support of a number of his strongest old-time Progressive bedfellows, notably William A. Flinn, who wants Mackey.

For United States Senator, since the withdrawal of John A. Bell from consideration, Major David A. Reed, George Wharton Pepper and William A. Burke are left in the field. Major Reed is very popular among ex-service men, having a good war record and what is always considered a good record as citizen. He is one of the leading members of the Pittsburgh bar, having headed the commission which drafted the Workmen's Compensation Act. Pepper squared himself with the ex-service men by interpreting his position on the bonus question, saying that he was no different from many others in that he opposed paying cash outright as adjusted compensation.

The whole situation presents a pretty little contest for the right to hold the reins of Pennsylvania political power, with Sproul willing, if able, or able if willing—whichever way you look at it. If he picks the winning candidate he will be the leader, but if he doesn't he will have to make room for someone else.

5. Trial of Roy Trimble, charged with highway robbery, was begun this morning in the Atchison county district court, at 11:25, before a jury of twelve Atchison county citizens.

Selection of the jury for the trial of Mr. Trimble began at 9 o'clock this morning.

Of the first eighteen men called to the jury box, seven were disqualified for various reasons. Before the required twelve qualified jurors had been selected, a total of thirty-four had been examined.

The twelve who will determine the guilt or innocence of Roy Trimble are:

John Shoebrook,
H. H. Hackney,
Nick Iles,
W. E. Bradley,
Werner Nass,
Addison Hundley,

John Wilburn,
Thomas Kilkenny, sr.
George I. Intfen,
James M. Carter,
John H. Ward,
C. P. Nettleton.

Jurors who were called to serve, but who were disqualified for various reasons, and excused, were A. E. Ernst, G. T. Bolman, M. J. Laird, Thomas Mullins, Ronald Ramsay, David Morgan, Walt Noll, C. A. Oxley, L. E. Shay, Fred Ehret, Louis Klostermeier, Peter Petesch, Mark Snyder, John Rule, Oral Carson and J. W. Peak.

T. A. Moxcey, who represents Roy Trimble, and County Attorney Maurice P. O'Keefe both declared this morning that the trial would be finished and turned over to the jury for its verdict, by tomorrow night.

Eight witnesses were subpoenaed to testify by the state: Milt Thompson, millionaire oil man of Lees Summit, Mo., whom Trimble is charged with having attempted to rob; Judge Charles T. Gundy, in whose office the alleged robbery is charged to have taken place; Herman Hawkins, H. A. Bahr, Roy Coleman, Joseph Miller, W. P. Ham and Fred Kenner.

The defense has also summoned eight witnesses: Herman Haase, S. S. King, Dr. M. T. Dingess, Tom Treat, Judge Gundy, Milt Thompson and Miss Mary McCoy. Miss McCoy, in her summons, is directed to produce the shorthand notes of the release papers dictated to her in Judge Gundy's office December 24, when the robbery is alleged to have taken place.

In examining the prospective jurymen this morning, Charles Conlon, who is assisting the county attorney, laid special stress upon the probability of the jurors being affected in their determinations by the facts that Mr. Thompson was a millionaire, and that Mr. Trimble formerly was a sheriff of Atchison county, indicating that some import may be laid upon these points in the progress of the trial. Practically every one of the 34 men examined admitted that he had read the accounts in *The Globe* of the alleged robbery, but few of them had formed an opinion in the case.

County Attorney O'Keefe opened the trial this morning, with a short, concise review of the case and the charges. Mr. Moxcey presented the case for the defense this afternoon. The order in which the witnesses will be summoned to the stand had not been determined early this afternoon, but will be announced tomorrow.

6. GALVESTON, Texas, April 14.—The Houston Buffs got ample revenge for the licking which humiliated them at West End park Thursday by mopping up Gulfview park with the Crabs before some 6000 frantic fans and copping the opening game of the season here Friday by a score of 5 and 4.

The visitors overcame a heavy lead which the locals piled up in the first few innings of the game, and by taking advantage of every break made by the Crabs, the men of Whitemen were able to go to the wire with a one-run lead.

The features of the opening ceremonies were the usual run of presentations, speechmaking and the like. Mayor Keenan of Galveston officially opened the season by tossing over the plate the first ball.

Mayor Oscar Holcombe of Houston officiated at the receiving end of the battery. The Houston Rooters' club presented Johnny Baggan and Manager Dave Griffith with huge floral bouquets, while the Galveston rooters retaliated by presenting Clarence Bittle a fine gold watch.

A parade of ball players, two bands and thousands of rooters in automobiles preceded the game. Among the distinguished fans occupying boxes was Doak Roberts, president of the league.

The pitching of Donalds and the hitting of Red Smith and Hendricks were the outstanding features of the game. The veteran Houston right-hander, despite a bad beginning, kept plugging away in his usual calm, methodical manner, and, while hit hard at times, he kept the Crab sluggers pretty well baffled during the latter part of the game. Red Smith and Hendricks each lofted homers over right field fence. Hendricks' was one of the hardest hit balls ever smashed at the local park, traveling on a line over the fence.

From the standpoint of the Crabs and the local rooters, the opening game was a heart-breaker to lose, for the Islanders went into the lead in the first round and maintained it up until the eighth round. Loose work by the Crabs on the infield was responsible for the loss of the game. Errors by George Distel and Bill Fincher at critical junctures put the contest on ice for the Houstonians. The Galveston veteran right-hander pitched a fine game; a better game, in fact, than did his rival.

The Crabs started out like a whirlwind in the first round and scored two runs before the visitors settled down. Johnny Baggan, former Buff, crossed up the visiting infield by beating out a bunt for a safe hit. George Distel cracked a long fly to right that also went for a single. Hendricks rolled out and both men advanced a peg. Lloyd Cilcott came through with a hard single to left field and both runners scored.

In the second round, with none on, Red Smith hoisted a long fly over the right field fence for a homer, and threw the Crab rooters into fits.

Meanwhile the Buffs were failing to do much with Fincher's delivery. Bailey got a fluke hit in the initial round when his grounder hit Red Josefson, who was running to third. Bittle led off in the second with a neat single to left, but his teammates were unable to render him any assistance. The next two frames the visitors went hitless.

In the fifth round the Buffalos concentrated some good stick work with an untimely error and shoved across their first two runs. Denoville doubled

down the left field line. He went to third on Blades's infield single. Doyle shot a long fly to Baggan and Denoville came in after the throw with the first Buff run. Eiffert singled. Donalds dumped an easy one in front of the plate, and Blades scored when Fincher errored badly.

In the following round a walk to Bittle, Red Smith's error, an infield out resulted in another run.

The Crabs added one to their list when Hendricks hit a terrific line drive over the right field wall in the sixth.

The Buffalos won the game in the eighth round on two hits and George Distel's error. Gross doubled to left center; he made third on the hit, but ground rules held it to a two bagger. Bailey beat out a bunt to third for a single, Gross holding third. Bittle lofted an easy fly to short. Denoville rapped an easy grounder to George Distel, and with an easy double play staring him in the face the Crab secondsacker threw wildly in an effort to head off Gross at the plate. Before the Crabs could get the ball back in play both Gross and Bailey had crossed the plate with the tying and winning runs.

The Crabs went hitless in the seventh and eighth rounds. In the last half of the ninth Snappy Moore singled through second. Smith struck out and Witrey fied to right, ending the game.

7. Scalp wounds, which may have been self-inflicted, will not prove fatal to Charles Van Nevry, 72 years of age.

Mr. Van Nevry is at the Atchison hospital, under the care of Dr. Charles Robinson, county physician. A portion of his left ear is torn away, his scalp around the ear is lacerated considerably, and his head considerably powder burned, above the ear.

The wounds were inflicted with a .38 caliber Smith & Wesson revolver, at the Van Nevry home, 107 East Atchison street, at 6:40 yesterday morning.

Police officers who were called by neighbors found the revolver hidden under a blanket in the Van Nevry home, covered with blood. One of the three cartridges in the gun had been exploded.

Mr. Van Nevry declares that he did not shoot himself. He stated to Chief of Police Willard Linville yesterday that he was sleeping when the shot was fired and that the first he knew of it was when he felt the sudden pain. He does not suspect anyone of shooting him, maintaining that he does not know just what did occur.

Police are of the opinion that Mr. Van Nevry either shot himself intentionally, or rolled onto the gun, while asleep, in such a way that the gun was discharged. His head is severely powder burned, indicating that the gun muzzle was only a few inches from his skin.

Dr. Robinson stated yesterday afternoon that Mr. Van Nevry can leave the hospital at any time, and that he is suffering no other ill effects than the scalp wounds and a nervous spell.

Mr. Van Nevry came to Atchison about four months ago, from Fairfield, Iowa, where he had been a foreman in an ice factory. Some weeks ago he suffered a paralytic stroke, which has since prevented his working. He has frequently been despondent, neighbors say, and his two little grandchildren, Letha and Viola Sowers, who made their home with him at 107 East Atchison street, stated yesterday that several days ago he remarked to them that he "might as well be dead as living." Six weeks ago he bought a house a block north of his present residence and he has since had some trouble in gaining possession of the property, a condition which is said to have worried him considerably. Early last week Mr. Van Nevry swore to a complaint at the police station, charging Ed. McGowan, colored, with trespassing on the property; but Mr. Van Nevry took sick before the case was tried, and the charge was dropped by the police, and McGowan released.

Police found two revolvers in the Van Nevry home. One of them was the one with which Mr. Van Nevry was shot; the other was an Iver Johnson .38, and was not loaded.

Viola Sowers, the older of the two granddaughters, was in the yard when she heard the shot, and Letha Sowers was in an adjoining room. Both rushed into the room where their grandfather was lying on the bed, his head in a pool of blood. They called the neighbors and the police, and the injured man was rushed to the hospital.

Until a few days ago a Mrs. Julia June, a sister-in-law, 76 years of age, lived with Mr. Van Nevry. She went back to Iowa, leaving him alone with the two little girls, 15 and 12 years of age. Eight years ago Mr. Van Nevry lived on a farm near Nortonville, and previous to that time he had a livery stable in Falls City. He also lived in Atchison some years ago, on West Commercial street.

Steps are being taken by Atchison county authorities to place the two Sowers girls in the State Orphans' home, at least temporarily, as their grandfather is not and will not be able to take care of them, for some time to come.

8. "A stitch in time saves nine," and when this is applied to the repair of improved highways, it means the savings of hundreds of thousands of dollars a year to taxpayers.

Building the highest types of improved highways and then promptly forgetting them, expecting them to provide their full measure of economic service without further attention, must stop. This, in effect, is the demand of the United States government as expressed in the recently enacted federal aid bill providing \$75,000,000 for road building in 1922.

The provisions for compulsory maintenance in the new federal aid bill is one of its most important features. In harmony with the spirit of the President's first message to congress, in which he deprecated the fail-

ure to give proper attention to roads after construction, the new act lays a heavy penalty upon failure to maintain roads to be constructed with federal aid.

The act defines "maintenance" in its broadest sense as "the constant making of needed repairs to preserve a smooth-surfaced highway."

To insure that each highway aided by the government will receive that kind of maintenance, the act provides that the secretary of agriculture shall serve notice upon any state which allows a road to suffer for lack of maintenance.

If within 8 days after notice proper attention has not been given to the road, the secretary is authorized to proceed to maintain it himself, and to charge the cost against the federal funds allotted to that state. The secretary is further ordered to refuse to approve any other project in the state until the amount spent for maintenance of the project in question has been refunded by the state. When the money is paid back it is to be reapportioned among all of the states so that the delinquent state will lose all but a small portion.

Even the highest types of pavement require maintenance at some time or other, but some more than others. A concrete pavement will crack at irregular intervals, and these cracks must be treated to keep the pavement from quickly disintegrating. Bituminous pavements may roll up and develop bad spots occasionally, which spots must be cleaned out and restored. In brick pavements there are times when some structural defect needs to be remedied to prevent impairment of the surface. In case of secondary pavement types, including the macadam family, periodic restoration and reconstruction are necessary since the advent of motor driven vehicles.

It is, therefore, to the interest of the various states:

1. To consider, in the selection of pavement types, the question of cost of maintenance over the entire life of the pavement, rather than the first cost alone.

2. To keep all pavements in a good state of repair.

3. To keep complete, detailed and accurate records of maintenance costs on all types of pavements.

A number of states, as, for example, Ohio, Illinois, Massachusetts, and New York already are keeping such maintenance records, separating the cost on the surface proper from the cost on ditches, shoulders, bridges and signs.

In Illinois, for instance, brick and concrete types are listed as follows in the last report of the state highway commission, the figures showing the average cost for one year of repairing the surface of a mile of 18-foot roadway:

Concrete, cement	\$42.24
Brick, all types	6.33

In Ohio, the records are even more complete, revealing the following maintenance costs for one year and per mile of all widths:

Brick, rigid types	\$23.00
Concrete, cement	98.00
Gravel, rolled	313.00
Concrete, bituminous	345.00
Macadam, waterbound	381.00
Macadam, bituminous	385.00

With the government now adding its influence to promote proper maintenance, it is thought that an increased interest in the keeping of such records will result in great saving to the taxpayers.

9. C. A. Anderson was elected county superintendent of the schools of Jefferson county for a term of four years by the school directors of the various districts of the county in convention in the Court House on Tuesday afternoon as anticipated. There was no opposition to his election. Each one of the directors present voted for him when the roll was called, a total of 80 being recorded in his favor to "none for Nobody." The vote was a wonderful personal tribute.

Miss Anna E. Kyle will be retained by Prof. Anderson as his assistant, and another assistant was allowed Prof. Anderson, as the population of Jefferson county is sufficient to allow two assistants by law. Motions providing for the payment of \$300 over the minimum salaries were carried in dealing with each one of the officials. Prof. Anderson announced that he would reappoint Miss Kyle, and that Prof. C. E. Wilson, supervising principal of Brookville schools, would be tendered the other position. Mr. Wilson had announced to the Board of Education of Brookville on Monday that he would not be a candidate for re-election next year in the Brookville schools.

Prof. Wilson has been head of the Brookville schools for eleven terms, and has made an enviable record. Previous to coming to Brookville he was for seven years the head of the Brockwayville public schools. During the past few summers he has been a member of the faculty of the summer school of Clarion State Normal school.

After Secretary W. H. Moore of Reynoldsville had called all the names, Prof. Anderson was applauded when he was called upon by Chairman J. P. Jones of Summerville, to speak. The keynote of his inaugural address was that the "standard of the schools in Jefferson county must be raised." He said that the responsibility for putting the schools on a firmer financial basis was one of the most important things for directors to consider in the light of sound business.

Tribute to the work of Miss Kyle was paid for loyalty, help and splendid assistance, and thanks was also extended the directors, patrons and the press for their assistance during the past years.

"There are many new advanced standards in school legislation. In order to measure up to them it is absolutely necessary that we raise the edu-

cational standard of our teaching force. We are going to build up a teaching force of which we can justly be proud. Our office is open to you directors at all times to give you assistance and counsel in bettering conditions for the children.

"Let us remember that whatever we do the interests of the children should be placed first. The door of their future should be opened by the unselfishly-offered key of education—the portal should not be kept closed by the bolt of selfish-bred ignorance."

The work of the Red Cross nurses in the schools was spoken of as "service of the very highest type." The remittances from the schools have done their bit toward making the work a success.

Prof. Anderson said that all of the school districts would receive the first half of their appropriation for the current year in a few weeks unless something unforeseen happens. This would include all state monies up to and including July 1, under the Edmonds act and transportation acts. This does not include transportation or maintenance of vocational schools or districts. This announcement was based upon a letter received from the state department of public instruction.

Booklets offering suggestion for the planning of budgets for school districts were distributed as well as report books for the districts. Prof. Anderson emphasized the point that funds allotted for a certain item in a budget could not be turned over for another purpose without official action of the board. The making of a budget is required by law for the school districts.

L. E. Bartlett, of West Warsaw, nominated Prof. Anderson, saying "the way in which he has filled the office of county superintendent speaks louder than any words I can give." S. C. Beeman, of Union township in making the first seconding speech, said that Prof. Anderson had "always been ready to co-operate with the school authorities." Charles H. Irvin, of Big Run, candidate for assembly, who has known Prof. Anderson intimately for years, since he was at the head of the Big Run schools, said "I have known him for a long time and I have not found him wanting in any particular."

E. A. Reed, of Reynoldsville, moved that the nominations be closed and Anderson's work was thus endorsed.

III. SKELETONS OF NEWS STORIES

Here are some detached facts which may be used in building short news stories. Some details you will suppress altogether as unessential or as mere hearsay; others you will elaborate, as you see fit. In almost every specimen there is opportunity for graphic, informing writing and a place for fresh treatment of the facts.

The first paragraph should summarize the entire story, bringing out the important news feature, usually the most noteworthy of the recital. The rest of the story should give concrete details in support of the general statement at the beginning.

Most of these are first-day stories; a few contain follow-up possibilities which may be made into second-day stories. This is particularly true of reports of sudden occurrences. Watch also for opportunities to employ the suspended-interest lead.

Some of the stories relating to crime and the activities of criminals may be written in such a way as to exert a wholesome, deterrent influence upon the minds of readers; see what you can do to inject this constructive quality into such reports.

The instructor has attempted to compile as many different types of newspaper stories as seem best adapted to classroom work. Each will require somewhat different handling. In many instances the facts have not been changed, but have been set down just as they have been printed in large city dailies. Frequently, however, it has been thought advisable to substitute fictitious names and places and to take some liberty with details.

1. A sharp curve caused an accident last evening that might have been fatal to at least one member of an automobile party. Patrolman E. P. Walters, who investigated the accident, was of the opinion that the driver, Edwin F. Concord, of 457 Wabash street, Springfield, did not appreciate the sharpness of the curve. Mr. Concord with two women and one other man were driving down Sargent street, Oakdale, in Mr. Concord's Packard chummy roadster at 11:40 last night. They crashed into a post on the north side of the street, wrecking the car badly, so that it had to be towed to the Hampton garage for repairs. One of the women was cut about the face by the flying glass from the broken windshield. At the Oakdale Pharmacy she was given first aid. The accident occurred about 75 feet from Malden Avenue. (Supply women's names.)

2. In 1919 Mrs. P. M. Miller, of the Seneca hotel, owned a piece of property at Tenth and Greenleaf Streets, which she was anxious to sell. When the school board began looking for a site for the Lowell school, F. P. Jones, a grocer and member of the board, said "in a joking way" that he would help to obtain the sale for \$1000. The school board bought the property for \$9495, and Mrs. Miller sent Jones a check for \$500 with a note saying that this was the sum she would have to pay a real estate man. This information was obtained from the affidavit of Mrs. Miller. Mr. Jones was arrested today on the charge of accepting a "present" of \$500

in connection with the purchase of the site, an offense which is punishable by a year or less in the county jail. Mr. Jones claims that he can show that he is in no way guilty of accepting money for any transaction connected with school affairs. He was released on a \$2500 bond.

3. Capt. Aaron Braymer, a Californian, who served in France, yesterday reported a theft to the police. While a pilot in the French Air Service in 1917, he was shot down and lost an arm and leg. After that he became a ground officer in the Royal Air Force, and received the Legion of Honor ribbon, Croix de Guerre with palm, and D. S. O. He is rooming at 69 East 75th street and looking for work. While out job-hunting a thief stole the captain's clothing and his wooden arm.

4. Several persons who were standing in line to vote at the Congdon school last Tuesday were bitten by a mad dog. It is expected that the board of health will take steps to treat those who were attacked by the dog, since an analysis of the animal's head shows that he was suffering from an advanced case of rabies. Dr. Howard Luther, director of the division of animal industry of the department of conservation, supervised the analysis which was conducted at the Harvard Medical School. Dr. Luther announced today that the dog had rabies.

5. Hilda Morris, 214 Hickory alley, answered an advertisement for a domestic, and on December 11 obtained employment in the household of Mr. and Mrs. George Durlinger, 1482 Claremont avenue. She worked on this job only three days, but in that time took many dollars worth of jewelry, silverware and clothing. Miss Morris obtained work later in the home of Mrs. Roslyn Fox, 1512 Convent avenue, and also took many valuables there. Some of these things she gave to a man who works on a steamship and who took them with him when he sailed early last week. To the families she had robbed she sent "Merry Christmas" telegrams. By means of these telegrams two detectives traced her to the steamship piers near New York. From her former employers they obtained a photograph of Miss Morris and by aid of this they arrested her on charges of grand larceny.

6. Yesterday John Firestone, a farmer who lives about five miles from Nokomis, Illinois, found blood on his straw stack nearest the road, and discovered the body of a murdered man concealed in the stack. There was no blood on the snow, but the snow on the body indicated that the murder occurred before Saturday. The man had been struck on the head and had been dead several days. He was identified as Matthew E. Clark of Nokomis, who has been giving information to State's Attorney Dawson in connection with the \$95,000 payroll robbery which occurred at Kincaid on August 15 last. M. J. Clark and Joe Clark of Kincaid and Taylorville, cousins of the murdered man, were arrested in connection with the payroll robbery and released on bonds. Matthew E. Clark was to be a witness against his cousins.

7. A warrant charging Frank G. Sherer, 876 West State street, 53 years old, with embezzling \$1500 from the Benevolent Order of Freeman, was taken out by Albert F. Zero, secretary of the court. Sherer was formerly treasurer of court No. 235. Detectives read the warrant to Sherer in his room in an apartment in an eight apartment building he is said to own at 4700 Lake avenue. "Can you delay this until morning?" he asked Sergeants Hugh McGregor and Frank Josephs of the Clark street station. "Then wait until I get my coat," he requested, when answered in the negative. He stepped into an adjoining room. A moment later a shot was heard. The detectives found him dead, a bullet hole in his temple and a revolver clutched in his right hand.

8. A note for Harold G. Brian, chief of police, saying that she was lonely and was going away was found at the home of Mrs. Amy N. Raymond, 47 years old, of 1247 East 35th street, East Orange, N. J. She left her home last night and no trace of her has been discovered. The supposition of her friends is that she did not commit suicide. She asked Brian to collect the rent for her from tenants on the first floor of her house. Two years ago her husband disappeared and it is believed that Mrs. Raymond was unable to endure her loneliness. She left without giving any hint as to where she was going.

9. Last night, according to Detectives Tromer and O'Brien, a beautiful and richly dressed woman was seen to make a sale of drugs to a man who said he was Harry Volvine, 36 years old, of 897 Englewood avenue. The detectives arrested Volvine and upon searching his pockets found a package of cocaine. Tromer followed the woman for about a block and arrested her. She had been under suspicion for some time, but every time detectives stopped her they failed to find sufficient evidence for holding her. The police say they think she has been acting for persons higher up. Tromer was unable to find any of the packages of cocaine on her, but found the drug concealed under the blanket of a white poodle dog she was leading. She gave her name as Mrs. Robert Duncan, 179 East Broad street. Her husband is manager of the Firestone Valve Company. (Second-day story may be made on illicit sales of cocaine.)

10. A fire early today completely destroyed the farmhouse of Mrs. Mamie Walker, two miles south of Lansing city limits. Mrs. Cora Elsnick of Lansing and her three children were visiting the Walker family. The fire started from an explosion caused by Mrs. Walker's pouring kerosene into a kitchen stove to start a fire. Mrs. Walker is not expected by hospital authorities to recover. Her husband, and children, and Mrs. Elsnick and her children were burned to death in their beds. Henry Jenski, 24, a boarder at the home, jumped from a second-story window, his clothing ablaze. His condition is serious. Another boarder escaped uninjured by jumping from the window.

11. A man with a brown moustache, wearing tortoise shell-rimmed glasses, about 30 years old and about 5 feet 5 inches tall, has been described to the pupils of all schools in the Eastern district and to the police, in the hope of catching him as the thief who stole a small boy's overcoat. A stranger standing in front of 475 Elm street, Brooklyn, offered Carl Meyer, a 10 year old boy, a quarter to run upstairs and bring down "Joe's wet wash." "Let me hold your overcoat so you won't get it wet," the man suggested, as Carl sped off to earn the extra quarter for Christmas shopping. Carl peeled off his coat, handed it to the stranger and ran up the steps. When he returned a few minutes later to report that the woman to whom he had been directed didn't know anything about "Joe's wet wash," both stranger and overcoat had disappeared. Carl had been congratulating himself only a few minutes before on the possession of a warm overcoat for the winter.

12. Emory Curtis was born in St. Lawrence county in New York. After graduating from the Columbia University law school, he practised law in the Williamsburg section of Brooklyn. He was first appointed assistant district attorney by Fred L. Block, and then by James Corby, two years later. District Attorney Lewin suggested Mr. Curtis as his successor, the appointment to become effective January 1. In view of this fact, Mr. Curtis has been working very hard to get his own office in readiness for the change. His doctor warned him if he did not rest and take more exercise he would have a nervous breakdown. All day yesterday he had been receiving the congratulations of his friends on the news that the governor was to appoint him to succeed Henry Lewin, and his callers noticed that he seemed weighed down with weariness. Once at his office during the day he had expressed the desire that little be said of the prospective promotion. After coming home from a matinee, Mrs. Curtis and a visitor heard the report of a pistol in the upstairs room and then the noise of a falling body. They found Curtis on the floor of his bedroom in the Brooklyn home. Dr. Mark Henley said that death was instantaneous. Mr. Lewin said that Mr. Curtis was a great prosecutor and that he was inexpressibly shocked by his death.

13. It is impossible to estimate the extent of the illicit trade in whiskey that is going on in the region of the Portland Navy Yard, but every sailor questioned had a story to tell of some friend who was "knocked cold" by the drink. The officials of the Navy Y. M. C. A. denounce the bootleggers. They said that every day sailors came in suffering from bad whiskey. During the past week seven unconscious sailors suffering from alcoholic poisoning have been removed from the rooms of the Naval Y. M. C. A. on Bond Street, where they had gone after drinking the poisonous liquor. Third Class Fireman Charles J. Brown, of the receiving ship *Padros*, on leave with other sailors, met a bootlegger on Bond street who offered a "shot of hootch" for fifty cents. A half hour after Brown took the drink he fell unconscious. His friends tried to revive him, and failing took him to the

Naval "Y." He was later removed to the Naval hospital where physicians said he had been dead an hour. Brown was 26 years old and had an excellent record in the navy. The cause of death was pronounced as "an accidental fall and acute alcoholic poisoning." The extent of the illicit trade and its deadly effects has aroused the naval authorities. The death of Brown is the only one on record.

14. Last night before students of the Medill School of Journalism Mr. Ashton Stevens, the dramatic critic of the Chicago *Herald-Examiner*, delivered one of the most interesting of the series of Talks from the Laboratory. His subject was "Dramatic Criticism in the Daily Newspaper." In discussing the critic's life, he said in part, "You will find that a great many things on the stage try to be musical comedies, but just what a musical comedy is today I couldn't tell you if my life depended on it. Musical comedy is supposed to be something that is neither an operetta nor a revue, but that is only an academic supposition. The American theatre like the American newspaper is a little bit of everything." Booth Hall, where the lecture was given, was packed with listeners, many standing up, so that Mr. Stevens got a good idea what the S. R. O. sign meant, when applied to his own drawing power as a speaker.

15. A radio telephone apparatus sells for about \$25 and is capable of picking up wireless reports within a radius of 25 or 30 miles. Today from the Westinghouse station in Newark was broadcasted the first radio-phone market reports for farmers. From now on, at noon and at 6 p. m., the New York State Department of Farms and Markets will send its quotations on potatoes, cabbage, celery, onions, carrots, apples, eggs, butter, cheese, hay and other farm products to the Newark station, to be relayed to the farmers. The evening report will include the closing market for the products in the New York market and information from other large markets of the country, as received over the leased telegraph wire system of the Federal Bureau of Markets. Any farmer within 100 miles may listen in on all the market news, if he has a complete receiving outfit.

16. More than 500 rooters from Tarrytown came over in a special train to see the annual Tarrytown-Thermopolis basketball game which was played in the First Regiment armory. Included among the rooters were the mayor, the superintendent of schools, Maj. H. F. Schroeder of the National Guard, and almost the entire high school student body. The Tarrytown Silver Cornet band rendered appropriate music for the occasion. Thermopolis was out 1000 strong to see the game. After the finish, the Thermopolis rooters gave nine "rahs" for Tarrytown, and Tarrytown returned the compliment. Ted Haines, shifty guard of the Tarrytown quintet, was the star of the evening, as he not only held his man to one basket, but also made five field goals himself. Ike Beavers, running forward for Thermopolis, played a shifty game, and frequently worked the ball down

the floor for a basket. Bill Rogers, forward and captain of the Tarrytown team, was unable to play, which was probably one of the big factors contributing to Thermopolis' 30 to 20 victory. Coach Crane said Friday's game showed that the locals are of championship caliber, and he believed they have an excellent chance to win the state title.

17. Fred Smith, a young colored man, got into a fight with an Italian, Pietro Nazimpi, who was employed as a molder in a foundry, and as a result the Italian killed him with a stiletto. Bystanders say the two began arguing on the relative merits of their races. Nazimpi knocked down a policeman who tried to arrest him and ran down an alley. He has not been found. Smith lived at 897 Hawthorne avenue. He had a wife. Nazimpi lives in the house next door.

18. While working on the roof of the plant of the National Carbon company at the North End this morning, George Williams slipped and fell to the ground. The city ambulance took him to Mercy hospital, where it was found that he was suffering from internal injuries. Grave fears are entertained for his recovery. Williams is married and lives at 348 Mellins Terrace. He suffered a similar accident eight months ago. Yesterday was Friday the 13th.

19. Large refrigerator in the plant of Armour & Co., packers, has an automatic catch which locks the door as soon as it closes. Two men, Tom Simpson and George Shellenback, carried in some meat late one afternoon and the ice-box closed upon them. Nobody heard their cries for help. When they were almost frozen and suffocated an employee happened to return, heard them and rescued the two men.

20. A tight-rope walker of 15 years' experience failed to walk the rope between the stores of B. N. Higgins and G. H. Brown in Lincoln avenue last night as scheduled. He was indisposed. A great crowd had gathered, but was disappointed. His name is Signor Deletto Zabriski and he is of royal blood. As he was getting out of bed in the morning he fell and sprained his right ankle.

21. Barber commits suicide by hanging himself in a barn in the rear of his home, 9873 Dover street. His wife had left a note saying she had eloped with another man. He was 45 years old and had two children. Before his suicide he went to the barber shop, had his hair cut and was shaved. He told C. W. Eliot, who shaved him, that he "wanted to look well when dead." His name was John W. Bendure and he came here from Germany ten years ago.

22. A daring train robbery occurred on the Southern Pacific. The Overland Limited was held up by two masked bandits at a little station nine miles west of Ogden, Utah. The robbery was planned and executed with a cool daring. Two porters who refused to obey orders were shot down by the bandits. Pullman passengers were relieved of all their valuables. Robbers then made their escape on horseback. Posse in pursuit, but have

no clew. Logs had been piled on the track and the train signaled to stop by means of a red bandanna handkerchief waved by one of the robbers.

23. Fred Blass, a farmer, was on his way home from the city. In some manner he failed to note the approach of an interurban car from the east and drove on the track just as the car dashed up to the crossing. The crew, evidently thinking that he would wait until the car had passed, did not come to a stop. Just as Blass had driven the horses clear of the track the collision came. Both animals were freed from the rig, and the wagon was whirled partly around and badly splintered and Blass thrown out.

He was taken to his home. It is reported that his injuries are not serious. No report of the accident has as yet been received at the local offices of the company. The car was manned by a Sharon crew. The car, it is said, was approaching on a long stretch of straight track at the time the smash-up occurred.

24. Miss Georgiana Robinson, a Chicago school teacher, went to Atlantic City recently to attend an educational meeting. While there she went in bathing and was carried out beyond her depth. Her cries for help brought to her rescue George Fiegenbaum, a young traveling man of Kalamazoo, Michigan. He was a strong swimmer and soon brought her to the beach, where restoratives were applied by anxious friends. A warm friendship sprang up between the rescuer and the rescued. Their marriage is announced for next Tuesday in the Presbyterian church.

25. Owl car No. 256 on the Belt Line was approaching Linwood avenue last night at midnight. Three passengers were on the car, which was in charge of S. B. Lindenberg and John H. Parker, motorman and conductor respectively. Suddenly two men in masks jumped on the car. With a flourish of a pistol one of the men ordered the motorman and conductor to run for their lives. The other then proceeded to collect the valuables and spare change from the passengers. He got in all about \$157. Street car officials are making an investigation. The robbers are thought to be youths imitating dime-novel heroes.

26. A high wind was blowing in the heart of Philadelphia's business district. A huge sign was blown from its fastenings. Two men and one girl were struck by the falling sign and almost instantly killed. They did not reach the hospital alive, although the ambulance made a hurry run.

The sign was about 20 feet wide and 10 feet high and stood on the roof of a four-story building in the retail shopping district. The street was crowded, it being the noon hour. The greater portion of the heavy sign landed in the middle of the street. Those caught under the metal wreckage were near the curb. A panic ensued, and some one turned in an alarm of fire which brought out the firemen, thus adding to the excitement.

27. Two young people, Otto Moore, aged 34, and Ruth Kindall, aged 24, were out canoeing one afternoon near the mill race. The girl was very

much fascinated by a field of water lilies and, in spite of warnings on the part of her companion, leaned over the side of the canoe, according to a story told by an eyewitness. The craft tipped and threw them into the water. Both got into the current of the stream and were swept over the dam. Both were drowned before rescue could come. They were engaged to be married in a week. Miss Kindall was buried in her bridal gown.

28. John W. Simpson, teller in the Madison Avenue National bank, went to a small hotel in Bay View last Thursday night and gave orders to the clerk that he was not to be called until very late the next morning. At noon he had not put in an appearance and did not respond to repeated knocking at his door. Finally the door was broken open and the lifeless body of Mr. Simpson found upon the bed. He had killed himself with a revolver which was still clenched in his right hand. It is said that Mr. Simpson was short in his accounts at the bank and that he had been playing the races. He was married and had one child.

29. Hearing the screams of her children, Mrs. Max Wolke, 3245 East Seventeenth street, rushed into the kitchen yesterday just in time to save them from fire which threatened her home. Mrs. Wolke was in the rear yard and had left her children, Edward, aged five, and Anna, aged three, on the kitchen floor. The children found a box of matches and played with them. Their clothes caught fire and the flames spread to the carpet. The room was filled with smoke. When Mrs. Wolke arrived the children were gasping for breath. She threw water on them and put out the blaze. Mr. Wolke is a dry-goods merchant and keeps stock at his home and the damage on this will reach \$500.

30. Mr. and Mrs. Matthews Staff, a newly wedded couple of Helena, Montana, and Mr. and Mrs. M. S. Evers, of Hammond, Indiana, went out in a gasoline launch on Lake Michigan yesterday. A severe squall arose and the launch was disabled. Death was imminent when the women bethought themselves of a plan of rescue. They removed their skirts, tore them into ribbons, and set fire to them in the hope of attracting attention. The flames were seen by surfmen at the South Chicago life-saving station. All four were rescued in the nick of time.

31. Whether Emma Devill, 17, and Arthur Jordan, 24, met with foul play or eloped is the problem the local police were called upon to solve today. The young woman's mother reported that the couple disappeared November 14 on the eve of their wedding. The marriage license had been procured and the guests waited long for the arrival of the bride and groom. Mrs. Devill believes her daughter has either been slain or kidnaped.

32. Andrew Welsh, 11 years old, climbed a pole yesterday in boyish fun, and soon after reaching the top, put his hand on a live wire. His cries of pain at once attracted a large crowd who stood watching him as he was slowly being roasted to death. At this juncture Patrick Brislin, who lives

close to the boy's home in Greenleaf street, climbed up the pole, pulled the boy from the wire and bore him, burning and moaning to the ground. The boy cried "For God's sake, put me out, kill me," as he was being carried to the ground. He is badly burned, but Dr. J. A. Boyd of Wabash avenue, who attended him, says there are good chances for his recovery.

33. Shoe dealers of Harrisburg have organized an association to bring about good fellowship and to promote the shoe business. They will rent club rooms and install billiard tables and reading facilities. It is also planned to advertise systematically in the newspapers and to announce sales in shoes from time to time. At the meeting last night the advertising of large city concerns was condemned. The dealers declared that shoddy goods were being palmed off on customers who left Harrisburg to do their shopping. The following officers were elected: Isidore S. Well, of the Well & Arnold company, president; Bert Smith, of the J. W. Smith Sons' company, vice president; George Cornell, manager of the A. E. Harvey company, secretary; and Vincent Raub, of V. Raub & Son, treasurer.

34. It was a dark, foggy night when the Nickel Plate Limited pulled out from the station at S——. The rails were made slippery by ice and sleet. The engineer was trying to make up time, when of a sudden a yellow light flashed ahead. It was the headlight of another locomotive. Brakes were applied, but too late. The two trains came together. Fireman Henry Bohl and Engineer John Burgess, of the Limited, jumped in time to save their lives. Thirteen passengers on the passenger train were instantly killed, 23 injured. The freight train was just pulling into the siding when the collision occurred. Orders did not take into consideration the delay caused by the icy tracks. Investigations under way. Wild scenes of disorder mingled with the screams of the injured and dying.

35. Italian laborers were at work at the gravel bank of the Peterson & Wright company at Old Forge, near the railroad junction, shoveling the gravel through a sieve and into freight cars, preparatory to being shipped away. Shortly after the men had started to work Wednesday morning, a huge bank of gravel and rocks above them gave way and descended on them. All the men managed to escape with the exception of John Nomeisuer, aged 30, who was buried under the avalanche. Before his friends could help him, he had suffocated. Coroner Davidson found a wallet containing \$236, his entire earnings, wrapped about the man's leg. It is reported that he left a widow and one child in Italy.

36. The business section of Granville, Washington county, was swept by fire, which started in a Hebrew clothing store in Main street. The reservoir which supplies the town with water was practically empty, so the firemen, who responded promptly, were unable to cope with the flames. A high wind fanned the fire into a fury, driving back the spectators for 200 feet. Two men and one child, living in a near-by house are known to have

been burned alive. Fire apparatus was brought from surrounding towns, but little could be done when it arrived. Miss Bessie Beck, night operator at the telephone exchange, stuck to her post and sent calls for help, while the flames roared 200 feet away. Loss will reach \$250,000.

37. Dr. J. W. White, superintendent of the Milwaukee hospital for the insane at Wauwatosa, declares music is one of the best mediums he knows for the cure of the insane. Experiments have been made with certain musical selections, such as "Flow Gently, Sweet Afton," "Dixie," and "The Last Rose of Summer" when patients were violent, with the result that they were soon quieted. Those crazy on religious subjects grew more obsessed when devotional melodies were played. It was also discovered that certain other melodies were depressing in their effects upon patients. In many instances music helped to distract the minds of patients from themselves and their mental troubles. Nurses bear testimony to the soundness of the theory.

38. Many bills, including teachers' salaries and repairs, were allowed at the meeting of the city school board last night. The president, B. H. Fox, was in the chair. H. D. Salvage offered an amendment to the building plans, suggesting fire escapes on two buildings. Spirited debate followed between various members of the board. President was compelled to rap for order several times. Scathing remarks of a personal nature exchanged. Three new teachers were elected. Plans were made for the installation of manual training and domestic science in one of the schools. Another bitter argument between the conservatives and the progressives followed. One member left the room in a rage. At the conclusion of the meeting Member Peter Wycoff and Harold Duncan met in the corridors and started another discussion which ended in blows. They were parted by their friends. Small likelihood of fire escapes being erected. Interviews.

39. Mr. and Mrs. John B. Elving, together with their six children, the eldest of whom is 15 years, had made their home in the heart of the forest 30 miles between Grand Marais, Michigan, and Upper Brule lake. Their home was a little cabin made of logs. Not long ago, a fire broke out in the woods and soon began to hem them in. Finally, with a small stock of provisions, they beat a hasty retreat. Elving cut limbs from trees on the bank of the Brule river and stationed himself and family neck deep in the water, underneath a screen of underbush, saturated with water. They stayed there an entire day, until the fire burned out. The entire family then walked through the forest to Grand Marais. It took them five days to cover the distance. Two of the smaller children were saved from drowning in the swift current of the Brule river by the family's Newfoundland dog.

40. Three convicts escaped from Sing Sing. Following a rehearsal of the prison orchestra, Ralph Taylor, Charles McGinn, and William Rush stole into the courtyard, instruments in hand. They beat down two guards

with a cornet and two flutes and slipped through an open space in the iron palings. They crossed the river on ice. Alarm soon given, but fugitives lost in the fog. Rush was the life-term prisoner, having been sentenced in 1902 for murder in New York city. Ralph Taylor, known as the "silk-hat burglar," was serving a 21-year term for burglary in Westchester county, and McGinn was serving a 5-year burglary term. Later—All three were captured in a haymow ten miles distant by a posse of penitentiary guards. Gave battle, but were handicapped by lack of weapons. All three returned to the prison. F. H. Green, a farmer, who gave the information, received a reward of \$150.

41. Large convention hall crowded Tuesday night with Sons of St. Patrick from several states to celebrate the 25th anniversary of the organization of the society in ——— county.

Decorations were elaborate. Great streamers of green stretched above. Tables decorated with shamrock brought from the old country for the occasion. Menu made up of national dishes of Ireland. Orchestra discoursed Irish airs from the balcony.

Eight hundred sat down to the banquet. Edward B. Cathcart was the toastmaster. The speaker of the evening was Patrick Dale O'Connor, a distinguished Hibernian of Chicago. Mr. O'Connor told some good Irish jokes that brought peals of laughter. He spoke of the Irish as substantial citizens who had done much to bring industry to America. He touched upon Irish statesmen and soldiers and made an eloquent plea for a more just recognition of the services of his countrymen. Addresses were also made by two local Hibernians.

42. Mr. and Mrs. John H. Norris with four children live at Grayson Ridge, a small country hamlet ten miles from Homewood. The hired man, James Watkins, had gathered what he supposed to be mushrooms one afternoon. The fungus was washed, sorted, and stewed by Mrs. Norris. All the members of the family ate liberal portions, remarking on the peculiar flavor. Soon afterward all were seized with convulsions, with the exception of Watkins, who had eaten very little. Thomas Norris, aged 13, was not so violently sick and managed to jump on a horse and ride to Homewood. After he had gasped out his story to Dr. George Small he fell on the floor of the doctor's office, dying soon afterward. Dr. Small telephoned for nurses and an ambulance from St. Luke's hospital, then drove to the Norris home. He found Mrs. Norris on the floor, with face distorted. By her side lay her husband, also in great suffering. Two little girls clung to each other, while another was already dead. By heroic work the life of one daughter, Madge, aged 15, was saved. The others died before they could be taken to the hospital, although the stomach pump was used. Great sorrow enshrouds Grayson Ridge, where the family was prominent in church and social life. Watkins has disappeared. (This story affords opportunity to include a warning on gathering toadstools.)

43. The scene of the wedding is the Washburn homestead at Tuxedo Park, Longview. The bride is Miss Marcella Washburn, leader of the younger set of society folk, a graduate of Smith College in the class of 1922. She is an accomplished musician and had several pictures in the exhibition of water-color paintings at the Philadelphia exhibition. She was awarded a silver cup at a recent tennis tournament. The bridegroom is Robert B. Gary, a young business man of Muncie, Indiana. He is a graduate of Wabash College, class of 1917. Member of the Beta Theta Pi fraternity. While in college was noted as an athlete. Met Miss Washburn in a tennis tournament for amateur championship honors and played doubles with her as partner, defeating all comers.

Elaborate preparations for the wedding. Huge bell of white flowers; masses of roses banked the room. Episcopal service used. Rev. Dudley H. Frisbie, rector of —, officiated at the ceremony. Many attendants. Bride's gown of unusual beauty. Elaborate wedding supper followed the ceremony, which took place at 6 o'clock. The bride's father, —, gave her \$10,000 as a wedding gift. Will take a European tour as a honeymoon.

44. Fire broke out in the factory of the Monarch Celluloid Collar company, Fourth and Hanover streets. Girls crowded together on the top story of this structure. No fire escape. Four were panic-stricken and jumped to their death, despite the warnings of the firemen who were putting up ladders. Seven were injured by glass and falling debris. Some jumped into the life-saving nets; others were brought down by the firemen. At the time of the explosion of celluloid, fifty people were working in the factory. The floors were piled with collars being boxed for the market. Suddenly a shaft of light leaped up, ignited the pile and communicated to the floor above. Wild panic; girls fainted; flames roared up the elevator shafts. Stairways blazed. One exciting feature of the fire was the appearance of Hazel Jordan at an open window. Across the narrow court was a jewelry shop, with a window open in the third story. The girl jumped into the window. The crowd below was stupefied, then cheered. Loss of the factory will reach \$85,000, partly insured. Structure condemned by building inspectors for not having fire escapes. Suits for damages contemplated. Ambulances took the girls to morgue, after bodies were recovered from the ruins. Sorrowing relatives gathered around the ruins seeking their friends. Company will rebuild in the spring.

45. The *Island Queen* was a boat plying between New York and Coney Island, and was used during the summer season to carry passengers from the city to the island. It was about 230 feet long and had three decks. The captain was Robert H. Davidson and the owners Coney Island Transportation company. The capacity of the boat was 2000. It was built in 1882 and had never been repaired since. Its engines had rusted boilers. On the afternoon of July 20, the boat was loaded with 3000 people, overtaking its capacity and in violation of navigation laws. It was crossing

the ocean when the boiler blew up, killing three men in the engine room. Large hole rammed in side of the boat. Fire added terror to the scene. Mad scramble for life preservers. There were only a few, and these were useless and rotten. Only two boats were available, and these were soon sunk by the people who swarmed into them. Explosion had killed some of the passengers on the bow and injured others. Boat rapidly sinking. Great confusion. Many jumped into the water. At last a tugboat came to the rescue; also another passenger boat. Passengers rescued with difficulty. Twenty-four people were missing. Ten bodies were recovered. Investigations are under way to fix the blame for the disaster. Negligence charged. Bodies of the dead were brought home on a tugboat. Great grief awaited them on the docks surrounding the fateful scene. *Island Queen* too badly wrecked to be repaired. Will be sold for junk.

46. Man wearing the cap of a gas inspector and carrying a lighted lantern entered the home of Mrs. Rudolph Sprague in East Douglas avenue at 4 o'clock Tuesday afternoon. He told the servant at the door he had come to see the gas meter. Rapidly ascending the stairs, the ruffian made his way to the room of Mrs. Sprague, who is the wife of the president of the Merchants' National bank, and held her up at the muzzle of a revolver.

Mrs. Sprague, terror stricken, yielded to him \$45,000 in jewelry, including a magnificent diamond brooch given her by Mr. Sprague as a wedding present. The man swore at her and beat a retreat. Mrs. Sprague fainted.

When she was revived she told her story, and the police were notified. A description of the thief was given them. Late at night he was captured as he was boarding a coal train. The diamonds were found in his coat pocket.

Mrs. Sprague had a similar experience while attending a theater a year ago. She wore the diamonds, and as she was getting into her automobile at the end of the performance a man pushed forward and clutched the gems. Bystanders wrestled with him, but he fled up the alley without the diamonds. He is said to be the same man who planned the robbery of Tuesday.

At the police station the man gave his name as Richard Robinson, a stone mason. He declared he had admired the diamonds for a long time. He wanted money to cover his wedding expenses.

47. A well-dressed man entered the cigar store of Charles Ross, 192 North State street, Chicago, and asked for a cigar. He threw down what appeared to be a silver half dollar on the rubber mat on the show case. Ross was formerly a secret-service detective and detected the coin as counterfeit. He said: "That is bad money and you know it." He picked up the coin and broke it into three pieces. The stranger expressed surprise and said he had no more change with him, but would step out and get some from a friend. Ross telephoned the Chicago Avenue police station. He then stepped to the door and watched the man, who was shortly joined by a companion. Two detectives, Captain Swift and Sergeant Stone, responded. They shadowed the two men and finally arrested them on Chicago

avenue. They made a complete confession and said they would find the counterfeits at No. 84 Cass street. The detectives entered a room in the attic of the four-story building at that number, just as the counterfeiter was pouring molten lead into dies; nearby was a box filled with spurious 25- and 50-cent coins. The man was startled by their entrance. As he was very quiet the officers began searching the room, paying little attention to him. While they were overhauling the contents of a bureau drawer, the prisoner made a dash for the door and escaped. He was closely followed but disappeared around a corner. They searched the neighborhood until dark but could not find him. Everything in the room was confiscated, including dies and counterfeiting outfit, with several boxes of 25- and 50-cent coins, almost perfect imitations of real coins.

CHAPTER VI

TYPES OF NEWS STORIES

§ 1

BREVITIES

The personal appeal. Every newspaper, whether a small-town weekly or a metropolitan daily, is called upon to print a multitude of somewhat trivial items relating to the experiences of a single person or a small group of persons. Such wisps of information are known as *personals* or *brevities*, and have a real appeal to a large family of readers, particularly in the smaller towns, where the bonds of acquaintance are much firmer than in the vast urban centers of population.

From the point of view of the newspaper make-up brevities serve a useful function, since they may follow the longer stories, filling in the broken columns, and thus give the paper the appearance of variety and newsmanship. To call them *fillers*, however, is not to appreciate their importance as nuggets of news.

Two glaring faults are to be found in many items published by carelessly edited newspapers. The first is that the items are barren of real news, owing sometimes to the insignificance of the happening recorded, but more often to the lack of curiosity on the part of the news-gatherer himself. The real news has been neglected, and the item compressed into a time-worn setting quite devoid of interest. For example, examine this colorless, vaguely phrased brevity:

Miss Eva K. Ames was called to her former home in Aurora yesterday by an accident in the family.
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The compactness of the foregoing item is not a merit, because the real news has been entirely overlooked by a stupid reporter. It is brief, but inexcusably curt. The adept reporter would not

have been content with such inadequate presentation, but would have started in pursuit of every detail that rightfully belongs to the announcement of Miss Ames's departure. His story, when completed, would have read somewhat like this:

Miss Eva K. Ames, teacher in Lincoln high school, was called to her former home in Aurora yesterday by the serious condition of her father, George H. Ames, hardware merchant, who fell from a ladder last Friday, while he was picking cherries. His right leg was broken, and he received internal injuries that have kept him bedfast ever since. He is 72 years old.

The revision carries complete information and achieves interest.

The second fault which spoils many a brevity in the making is the tendency to pile up irrelevant and unimportant details, combined with an unrestrained use of flowery, exuberant adjectives. Such a practice results in a mass of uninviting sentences—a needle of fact in a haystack of words. Many reporters of society news—weddings, parties, engagements, social events—transgress in this particular. It is always better to state why a party was “delightful,” why a wedding was “beautiful,” than to attempt verbal pyrotechnics. Search should always be made for the striking feature for the lead.

Complete and accurate identification of every person mentioned in the news account is imperative; all subsidiary facts should be carefully verified and simply presented, without embroidery.

Some good examples. The following items from the calendar of small events may be taken as good models of nicely fashioned news stories:

Mr. and Mrs. John McCarthy, 526 Greenwood boulevard, Evanston, announce the engagement of their daughter, Miss Lucy McCarthy, to Horace Reed Elliott, son of Mr. and Mrs. Horace J. Elliott, 1237 Judson avenue, Evanston. The marriage will take place in the summer or autumn.

Mrs. John Foster presided over an elaborate luncheon yesterday in honor of Mrs. Harry H. Pigott of Helena, Mont., the house guest of her sister, Mrs. Samuel N. Wood. Covers were laid for the hostess, the honored guest, and for Mesdames Crawford Hill, Samuel N. Wood, William B.

Bethel, James Rae Arneill, George P. Steel, John C. Mitchell, Sherman G. Bonney, Joshua Crane, Alex C. Foster, Paul Lanius, Harry Van Mater and Charles R. Hurd.

Frank McCullough, of Benton, Ill., was here for the week end visiting among friends. Mr. McCullough is connected with the Central Illinois Public Utilities Co., which serves 180 towns in the central portion of the state with electric light and power. This company was one of the first to go to the rescue of flood sufferers along the Illinois river. A check for \$1000 was delivered early last week into the hands of relief agencies which are furnishing food, clothing and shelter for the victims of the flood at Beardstown, Naples and other river towns in that vicinity.

Many years ago, when steam railroads were in an experimental stage in Southern Kentucky, James L. Johnson of Allen Springs, Simpson county, who is now 91 years old, made a solemn vow that he would never ride on a train.

Mr. Johnson was tempted last week to break his vow, but the automobile came to his aid and enabled him to keep faith with himself. He has always been averse to leaving home, but a few days ago went to visit his grandson, Claude Meredith, in Frankfort. Although the distance is considerably more than a hundred miles the nonagenarian made his long trip overland in an automobile.

Harry F. Sinclair, chairman of the board of the Sinclair Consolidated Oil corporation, who is rushing to his home here from Mexico City because of the serious illness of his son, Harry F. Sinclair Jr., is expected home on Thursday. At the family home, 2 East Seventy-ninth street, it was said last night that Mr. Sinclair left Mexico City at noon yesterday. Mr. Sinclair, with other oil men, had been conferring with Mexican government officials. He is coming back on a special train with J. W. Van Dyke, president of the Atlantic Refining company.

The Sinclair boy was operated on Sunday for double mastoids. It was said last night that he was much improved. Dr. Harmon Smith of 44 West Forty-ninth street performed the operation. Dr. Charles Hendee Smith of 44 East Sixty-first street, child specialist, and Dr. John R. Page of 127 East Sixty-second street, a consulting physician, were in attendance.

A complete surprise to their friends in San Francisco was the marriage yesterday of Mrs. Corennah de Pue Neville and Robert Elliott of Los Angeles, which was solemnized in the Swedenborgian church, the Rev. Thomas French officiating. The bride was gowned in cream lace over satin, and wore a picture hat of lavender trimmed with blue and lavender flowers. She carried a shower bouquet of yellow butterfly orchids. Mrs. Arthur

Goodfellow was the matron of honor and wore a simple frock of gray chiffon with a picture hat of silver gray. She carried a bouquet of pink and red peonies. William McFee of Los Angeles was the best man.

Following the marriage, there was an informal reception and wedding breakfast at the residence of the bride's mother, Mrs. Rowena Hunt de Pue, in Vallejo street. Some of those attending the wedding were Mr. and Mrs. Kenneth Monteagle, Mr. and Mrs. Arthur Goodfellow, Mr. and Mrs. Alan Lowery, Mr. and Mrs. Corbett Moody, Mr. and Mrs. Algernon Gibson, Mr. and Mrs. Chouteau Johnson, Mrs. Edward C. Wright and John Elliott.

Mr. Elliott is the son of John Elliott of the southern city, and he and his bride will make their home there.

§ 2

THE OBITUARY STORY

The "gloomy run." One of the first assignments given the young reporter is the assembling of the facts relating to death, commonly known as the "obit," a shortening of the words "obituary notice." The presence of such important news is usually unearthed on the "gloomy run," slang for funeral parlors, the board of health, hospitals, and bureaus of vital statistics, where records are made of deaths, sudden and otherwise. Often the reporter may gather this information by use of the telephone, calling at intervals every man on the "gloomy run"; sometimes the reporter may be sent out to talk with funeral directors and hospital attachés.

Another fertile field of news tips bearing on deaths and funerals may be found in notices brought by friends and relatives to the newspaper advertising department. If carbon copies of these notices are furnished the city editor, extended news stories may be prepared. Many papers now print special columns of obituary notices, each carrying as a headline the name of the deceased. When men have been prominent in the life of the community a more extended résumé of their lives and activities is offered. The use by the reporter of a set of printed questions relating to the man's history and career is to be recommended, for such a questionnaire guarantees the securing of complete information so necessary for the compilation of the "obit." Of all types of newspaper writing none exacts such a high degree of accuracy as the record of death. Mistakes are not easily condoned.

First-hand investigation. The only satisfactory method to gather data for an obituary is to interview directly some member of the immediate family, or the nearest kin who can be reached. Be sure to set down full name, cause of death, length of illness, number and names of survivors, funeral arrangements, place of residence, place of burial, and the person's business, social, and community relationships. If the man had reached a summit of prominence, it becomes expedient to add data relating to his wife and children.

It may give a novice a sense of shock to be told to prepare an obituary notice of some prominent person who is still alive. Preparedness is no idle word in a newspaper; a hint that a man is seriously ill is enough to prompt preparation of an obituary which may be printed quickly should notice come that death has ensued. Many metropolitan offices have in readiness obituary notices of the president and prominent national officials, the governor of the state, and municipal authorities, some furnished in advance by the press associations. In exceptional cases these are in type. One of the essentials of any such story of a death is a résumé of the life that has closed. To the reporter assigned the preparation of an advance obituary the problem presented is practically the same, except that it requires more tact to get personal information of this sort before a man is dead. In the case of persons nationally well known, the office library usually will be found to supply the more important facts, and with the addition of what may be extracted by a few well-directed questions the reporter is equipped with his material.

Timeliness is an essential attribute of news, hence the last episode in a man's life is usually the first mentioned in the article; that is, the death—when, where, from what cause, and under what conditions. With the essential data in mind, any reporter should be able to write an acceptable obituary notice, although this caution might be added: it is no part of the reporter's province to write a eulogy of the dead. Such phrases as "the death angel beckoned," "ushered through the pearly gates," "gone to her eternal reward," have no place in the real obituary, nor is mortuary poetry desired. An estimate of a man's worth to the community may be printed in the editorial column.

A well-handled obituary. The accompanying obituary story of the life, career, and death of John H. Patterson, manufacturer of the cash register, displays all the good qualities of a carefully wrought report that includes necessary news facts, but does not become a flowery tribute to the memory of the dead.

Atlantic City, N. J., May 7.—John H. Patterson, founder and chairman of the board of directors of the National Cash Register company, Dayton, O., died suddenly today aboard a train bound for this city.

Mr. Patterson was stricken with a heart attack. He was seated in a chair chatting with his valet, his only companion, when as the train passed through Kirkwood, Camden county, he suddenly fell unconscious.

Dr. T. F. Trudeau of Saranac Lake, N. Y., who was in the next parlor car, was summoned and tried to revive the stricken man, but all restoratives failed. He had been a sufferer from a chronic cardiac condition.

The body was brought to this city, and the authorities after an investigation ordered it sent to an undertaking parlor. William Roberts, the valet, wired the family and is awaiting instructions.

Mr. Patterson had reservations at a beach front hotel, where he was to have remained for two weeks for the benefit of his health. Arrangements probably will be made to take the body to Dayton tomorrow.

BORN ON A FARM

John Henry Patterson, who started life as a farmhand near Dayton and established the biggest business of its kind in the world on the land that he had plowed as a boy, retired as president of the National Cash Register company on July 16, 1921. At that time he was 77 years old, having been born on a farm Dec. 13, 1844.

He did farm work, canal toll collecting, retailing of coal, mine operating, and finally "went west" to seek fortune as a ranch and orchard owner before he hit upon the central idea of his career—manufacturing and selling cash registers.

Mr. Patterson studied two years at Miami university at Oxford, O., and afterward at Dartmouth.

After his venture as a ranchman in Colorado he returned to Dayton, where he set up a factory for making cash registers, employing at first thirteen men.

MAKES DAYTON FLOODPROOF

In the Dayton flood of 1913, Mr. Patterson staved off the threatened destruction of his business and helped the city to recover from the disaster. Through his personal supervision \$2,000,000 was raised to prevent future floods in Dayton.

An indictment was returned against him in 1912 for alleged violation of the Sherman anti-trust law, followed by conviction and sentence to one year in jail and fines. The case was appealed, the judgment reversed, and a compromise decree was entered. While the case was in progress prominent persons wired President Wilson and asked him to pardon Mr. Patterson, but when Mr. Patterson learned of this he sent President Wilson a telegram saying he would not accept a pardon and all he wanted was "simple justice."

REFUSES WAR PROFIT

In the World War he placed his factory at the disposal of the government but refused to accept contracts on a cost plus basis.

Mr. Patterson was the son of Col. Jefferson Patterson and the grandson of Col. Robertson Patterson, founder of Lexington, Ky. His mother, Julia Robert Patterson, was the daughter of Col. John Johnson, famous Ohio Indian agent of the United States government. His wife was formerly Katherine Beck of Brookline, Mass.

A daughter of Mr. Patterson is Mrs. Noble B. Judah of Chicago. A son, Frederick Beck Patterson, is an associate in the management of the National Cash Register company.

§ 3

SPEECHES, CONVENTIONS, AND EXHIBITIONS

Getting speeches into print. Accompanying the increased demand for authentic information, there is today a corresponding increase in the practice of furnishing to the newspapers digests of speeches, sent in advance in order to insure accurate reporting and

also to facilitate prompt publication. The reporter may use the digest as a guide, but he should not permit a carbon copy to serve for attendance upon an important assembly. A digest prepared on order is often lacking in pertinency and concreteness because of the absence of the audience, that subtle force which so often directs the current of a speaker's thought.

A knowledge of stenography, while valuable, is not a necessity—indeed, is often a hindrance, because space limitations in the paper today are causing the disappearance of extended reports of speeches. A stenographic record, moreover, often misses the real news. Readers are more interested in "spot" news of great public concern than in eloquent passages from the speech of even the most eminent orator speaking on an abstract theme. The reporter is called upon to find and stress the feature, a thing somewhat difficult if he is encumbered with too many notes.

When the speaker is an able politician, minister, platform orator, congressman, or the like, he is likely to inject informal "asides," suggested by the audience or the inspiration of the moment, remarks which are quite as interesting as the speech prepared at the desk. The address that wins a place in the crowded paper of today must contain matter of indubitable personal, public, and timely interest.

The sole survivor in the printing of entire speeches, without editing and including insertion of *Laughter* and *Applause*, is the *Congressional Record*, and this is largely a publication for the delectation of oracular statesmen with an eye upon their constituents. Few people have the patience or time to wade through such speeches; no real newspaper can be burdened with irrelevant talk.

Finding the feature. The report of a lecture may start with a direct quotation, some unusual reference of the speaker considered of sufficient value to supersede all other material of the speech. For instance, a phrase of this kind may form the lead sentence:

"Honesty is dramatic criticism's first value to a newspaper. It is dramatic criticism's box score, and you know how long a newspaper could fool its readers with false box scores," asserted Ashton Stevens, dramatic critic of the Chicago Herald and Examiner in addressing students of journalism last night.

The personality of the man himself may make a more interesting beginning than anything the speaker has to say. In reporting the same lecture, quoted in the foregoing excerpt, another reporter began by saying:

Young Ashton Stevens had a success at the Medill School of Journalism last night.

This quality of youthfulness in a man fifty years young was emphasized throughout the report; it gave a picturesque quality to the narrative.

A summarization of the point of view of the speaker, if he has a strong, definite point of view, is a logical way to start the story. The following lead is an example of this type of beginning:

"In the old days a newspaper was a printing press attached to an individual or group of individuals. Today it is an engine of public service and the measure of its success—its success both material and spiritual—is the degree in which it is the supporter not of a party but of the people." Thus declared Robert R. McCormick, co-editor of the Chicago Tribune, in an address to journalism students last night.

A forceful wedge may be made by announcing the title of the speech, the speaker, and the circumstances. Thus:

Government interference in business was scored by United States Senator William H. King of Utah last night in an address before the annual convention of the National Retail Coal Merchants' Association, at the Drake Hotel. He took to task federal officials who persisted in seeking to regulate industries.

Senator King told the 500 guests assembled at the banquet following an all-day discussion of retail coal problems from many different angles, that the nation is bordering on bureaucracy in attempting to wiggle into any form of control in business. While no specific mention was made of the regulation now looming in the coal industry, the senator did not hesitate to be intimate in his remarks in that direction. His warning was that government regulation tends to destruction of the true principles of democracy.

"What we want is less centralization of authority and more democracy; less power in the federal government and more power for the individuals, organizations and the states, themselves," he said.

No matter from what angle the reporter approaches the speech, he should not do violence to the continuity of the address by featuring incidentals that give a totally false impression of what the man has said. The reporter should not take a buried sentence, mentioned in connection with other material, and play up this sentence in a prominent place to make a sensational "shocker" at the sacrifice of accuracy. A letter to the editor the next day will show the speaker's indignation and the reporter's untrustworthiness.

Examine the following speech report from the Chicago *Tribune* to see the blending of high lights and news qualities:

"But what," said Mrs. Edith Rockefeller McCormick to Noah Webster's great-grandson, "was it that the kaiser said about my father? Do tell me even though it was unfavorable!"

(She had to ask the question in a loud tone before a roomful of audience, for Noah's great-grandson, though lively as a cricket and rosy all over, does not hear as well at 66 as he did at 16.)

"My dear lady," he replied, "I can only repeat that it *was* unfavorable. Other than that I remember nothing in that part of the interview. And every single copy of the interview was taken 500 miles out into the Atlantic ocean and there burned by a picked detachment of German naval officers, who spent the day in the furnace rooms of a German warship to do it."

ANOTHER CHAPTER WRITTEN

"O," said Mrs. Edith Rockefeller McCormick.

"Yes," said Noah Webster's great-grandson.

And thus is added one more chapterette to the thirteen year old story of why the Century magazine suppressed, after a hundred thousand sheets had been struck off on Mr. De Vinne's celebrated press, its interview with the German emperor which was to have gone into the issue for December, 1908.

In the matter of that story William Webster Ellsworth, former president of the Century company, spilled the historical beans all over the platform at Medill School of Journalism of Northwestern University last night—but discreetly—ah, so darn discreetly!

He told why the interview was suppressed, what became of it, who paid the losses, how the man who was the imperial agent in the matter finally died in prison, and then, interjecting the simple but cramping words —

“I will ask you gentlemen of the press to agree, if I give you the gist of the interview, not to print it——”—then he gave a nearly complete synopsis of the interview.

In the report you have just read, notice the incorporation of familiar names, each of which may evoke public response. Noah Webster, the kaiser, Mr. Ellsworth himself, Mrs. Edith Rockefeller McCormick, John D. Rockefeller, all important public personages, are brought into the lead. The reporter has seized information of engrossing interest to readers, and although Mr. Ellsworth said a good many things about authors he had known, the reporter did not consider these sufficiently exceptional to enter into a news story limited to a specific number of words. The reporter made the choice which the public would have done and thus gave his story wide popular appeal.

Covering a convention. The convention may be considered an extension of the speech, with human-interest additions. It presents almost the same problems, but extends over a longer period and has more news factors involved. The task of the convention reporter has been simplified by the assistance of press representatives employed to get the news of the convention before the public and to act as intermediaries between the convention officials and the newspapers. Before employing its press representative, the National Educational Association received little publicity, not because the newspapers had agreed to withhold stories, but because they were not furnished with material sufficiently interesting to win headlines. An expert newspaperman, close to the counsels of any convention, is able to bring that necessary coöperation which will result in better reports of the significant activities of important gatherings in which the public should be interested. Some

papers, in cities which are convention centers, have their own convention editor, who chooses two or three gatherings that warrant newspaper space, while the rest are compiled under the label Conventions of the Day.

The convention story is characterized by the fact that a part of it can be written before the whole is completed, and in the practical operation of a newspaper this often becomes highly important. During a recess a reporter may very properly write up what has happened until then. After the lunch hour he may complete the second part, and in the afternoon a third part. Then, when the whole thing is over, he will write what is variously termed the *lead*, or *introduction*, and in this he will summarize the important features of the entire day. In the meantime his earlier copy has been placed in type, and the mechanical problem of composition has been reduced to its smallest proportions. When two men or more work on such an assignment, it is customary for the one in charge of the report to assign special work to each assistant. When chief responsibility has been delegated to no one the reporters confer and reach some understanding regarding the feature each will handle and what shall be the general scheme of treatment.

It has become the practice with newspapers to run sidelights on interesting episodes of the convention, vivid descriptions of picturesque characters, a hint of lively competition in electing officers, excerpts from a few of the speeches, the talk of the hotel corridors, little interviews with delegates. Sidelights are always given an added touch of dramatic interest by pictures taken by the staff photographer. The following from the *Kansas City Times* is an example of how one aspect of a convention may be selected for presentation:

The big purpose of the three days' session here of the district grand lodge of the Loyal Order of Moose was announced at the opening meeting today as the submission of plans for a Kansas City Moose temple to Dictator General James J. Davis. Details of the plans have not been made public other than that the temple will cost approximately \$300,000.

Edwin L. Ayres, grand dictator for the district in session, said the plans would be submitted to Davis sometime today for his approval.

THE LOCATION IS SUITABLE

Mr. Ayres said the dictator general looked upon Kansas City as a most suitable location for the new temple, it being the gateway to the West.

The session opened with a 10 o'clock meeting at the Coates house, presided over by Ruby D. Garrett, dictator of Kansas City Lodge No. 10.

Addresses of welcome by E. H. O'Neil of the local lodge and the mayor were responded to by Gerald F. Graham, Brooklyn, N. Y., supreme orator of the order.

FOUR THOUSAND ARE HERE

It was said between four thousand and five thousand were attending the three days' session. The district includes Missouri, Kansas, Nebraska, Iowa and Oklahoma.

In 1914, at a similar session of the order here, the idea of "The shrine of childhood" at Mooseheart, Ind., was conceived by Dictator General Davis. The great "shrine" is a home for children.

At noon today Davis spoke before a luncheon of delegates at Hotel Muehlebach.

Exhibitions. In writing of exhibitions the reporter faces the menace of advertising. He must try to choose material that has legitimate news appeal without resorting to the megaphone of the salesman, or giving too close an imitation of the commercial appeal of the exhibitor. He should be armed with special knowledge and be conversant with the vocabulary of the crafts. Some exhibits readily lend themselves to human-interest or to æsthetic treatment. County fairs, educational exhibits, displays in museums, Build Your Home expositions, electrical shows, community nights, the handiwork of pupils in the schools, art exhibitions, all have considerable news values and should be treated as such. Note the following colorful example from the New York *Tribune*:

Notwithstanding a bleak wind that threatened rain, a fine crowd turned out yesterday for the second day of the Park Avenue street fair benefit for the Association for the Aid of Crippled Children.

The greater part went inside, but many amused themselves outside watching the circus parade, hanging over the gaily painted enclosures and making audible and unembarrassed observations.

A striking note of color was contributed by the Misses Lisenard and Ethelreda Seabury, who in vivid yellow kerchiefs, black bodices and green skirts, ground a hand organ, twirled and caught pennies in their tambourines. Jocko, a large baboon from U. S. S. Denver in charge of a husky blue-jacket, showed off for the children.

The hot dog carts were mobbed continuously. Few had the strength of character to resist the strawberry tarts and sandwiches and cream puffs held out by pretty girl vendors of the Junior League.

The gangplank of the pirate ship resounded all day to the tramp of little feet going aloft, then to descend into the treasure hold of the ship in a search for buried treasure. A continuous "mad tea-party," as continuous as the one in "Alice," was in process in the children's playground, where the White Rabbit, the Mad Hatter, the Dormouse, the Queen of Hearts and the Knave, were the hosts.

But the most poignant tragedies were enacted in front of the dog booth. Here small boys yearned over wire-haired terriers, Aberdeens and Airedales and were dragged away, protesting to the last.

A large woolly sheep, three small black pigs, a raccoon and about fifteen rabbits were additions to the livestock booth, which was already stocked with a dozen roosters and two dozen hens. A small incubator, electrically heated, held about fifty fluffy chicks. The apartment house child who longed for a rabbit was often made content with a tiny turtle. Turtles at a quarter apiece sold amazingly.

The French market stall was in charge yesterday of Mrs. Albert Gallatin. Mrs. Eugene Reynal and Mrs. Walter J. Salmon were kept busy stacking the pushcarts which, with debutantes as hucksters, filled the midways.

An auction cost the doll fashion show some of its most brilliant members. These really remarkable dolls were dressed by famous dress-makers and stage stars of the city. The Irene Castle doll wears the most sophisticated jade earrings and a small wicked French hat over

one eye. The Maison Blanc doll wears about \$200 worth of filmy lace, every bit of it down to that trimming the last infinitesimal bit of underwear, real. There is a lovely French peasant doll made by the widow of a French soldier living near Paris, a Rumanian doll contributed by Wasserman, and which wears the authentic royal Rumanian national costume, a magnificent Russian doll, dressed by Steine & Blaine; an Italian doll in magenta and purple by Carolamy, and a glorified rag doll by MacVeady.

The checking booths managed by Mrs. Joseph Blanchard, Mrs. Charles McLane, Mrs. Lawrence Mott, Mrs. B. Franklin Hadduck, Mrs. Thomas G. Condon and Mrs. James Kip Finch, announced that they were prepared in the event of rain to furnish rain togs to all comers.

The band of the Fire Department played in the square in front of Mrs. Lydig Hoyt's Grand Giggle Theater. Babe Ruth and Pepper Martin, the featherweight champion, were the star performers in that theater. Irene Bordoni, Margaret Severn, the Duncan sisters, Raymond Hitchcock and De Wolf Hopper, were a few of the stars who appeared in this theatre yesterday. For the closing night a midnight show is promised.

§4

POLICE STORIES

Organization of the police department. Much has already been said of the reporter as a news-gatherer, but great credit is due the police department for the gathering of information regarding suicides, murders, misdemeanors, fires, and petty crimes. These get into the paper because of the watchfulness of the police and because of the trained news sense of police reporters stationed at headquarters and at the substations.

In order to understand how the reporter works in coöperation with patrolmen it is necessary to discuss the organization of the police department and the methods of keeping in touch with happenings all over the city. Without taking any particular municipality into consideration it is sufficient to say that the police department is usually under the direction of a chief of police who has supervision over the captains and sergeants in the various districts. In most cities the headquarters office is connected with all

the districts by telephone, reports coming in from patrolmen at stated intervals. The officer in charge, therefore, is in direct touch with every part of the town. When a robbery or an altercation occurs the patrolman sends in a report to the headquarters office or to the nearest station in his district, in many cases asking that a patrol wagon be sent for a prisoner in his custody. Reports of such a nature, together with any complaints, are placed upon the police "blotter," a large ruled book which gives a brief summary of any accident, crime, suicide, or sudden occurrence, perhaps after this fashion:

District 28, 11:45 A.M., James Robinson, aged 48, 214 W. Linwood Ave., fell from scaffold while painting smokestack. Taken to St. Francis Hospital in city ambulance No. 2. Will die. Sheets, Sergeant.

Many police departments give reporters free access to the blotter; others issue bulletins which contain only the news the chief of police wishes divulged. Many tips of excellent stories never reach the reporters because premature publication would put suspected criminals on their guard; reporters guard confidentially the facts of other stories until arrests are made. The public often has the conviction that the city is unmolested by criminals, whereas news items of burglaries and holdups are merely withheld by the police.

Story based on police bulletin. To the experienced news-gatherer the police-station blotter is crowded with possible stories. Behind the commonplace accident often lurks a striking cause, a round of mystery waiting for his investigation. Instinctively he sees his one report and passes another, but he is responsible for any story he neglects to handle.

The following story, from the *Chicago Tribune*, bears the earmarks of having been written from a report made to the police department and released for publication in the newspapers:

Clarence Flanders, cashiering as usual yesterday in the Trust and Savings bank of West Chicago, suffered the balm of June's initial offering to level momentarily his bump of caution. He was dreaming of green fields and shaded streams when a gypsy, garbed like a patch of autumnal woods, glided up to his cage. "Change for a quarter, please," she chirped. Then, as he shoved over two dimes and a

nickel: "Ah, your palm! I see in it great things for you. Let me tell your fortune. It will cost you nothing—it is good!"

The cage door swung open and Flanders invited the gypsy in and caution out.

"You will have good fortune—surely," the gypsy crooned, as she traced Flanders' palm. "Good fortune, truly—but you will lose a lot of money soon; a lot of money."

Soon the gypsy departed and flivvered away. But prophecy stuck with Flanders long enough to justify itself in the cashier's discovery that a package of bills totaling \$1,000 had departed with the seeress.

Police, so far, have sought her in vain, but caution abides again with Flanders.

In some instances police departments allow reporters to talk to the patrolmen when they call up from their districts, if such conversation is not too prolonged. In other instances the reporter must establish a first-hand connection with the source of news. Suppose, as an example, that a patrolman discovers a fire after midnight. He sends in an alarm from the nearest fire-alarm box, then gathers all possible information regarding the origin of the fire, the owners of the properties, and the probable loss, not neglecting to do what he can in the way of rescue. If the fire is in a crowded business, residence, or tenement district, the alarm will bring the police patrol and a squad of patrolmen to guard against accident. A second alarm brings out the reserves and more fire apparatus to fight the flames. In most cases reporters do not respond to the first alarm, confident that the report gathered by the department will cover the facts sufficiently, if, indeed, the fire need be reported at all in the papers. When the second alarm sounds, however, the alert newspaperman is face to face with one of the hardest and most exciting tasks that can come to him. Sometimes he may jump on the patrol wagon and be rushed to the scene of a "hurry run"; not infrequently taxis and street cars are mustered into service; but he must get there. The firemen must be consulted, the patrolmen questioned, and the occupants of the building interviewed in an attempt to arrive at the cause and the list of dead and injured. To gain admission through the fire lines, police reporters carry either a police badge marked "Reporter" or

a card signed by the proper officials, which gives them authority to enter the zone of danger in search of news. Much of the news collected is telephoned to the office, where it is written by other hands.

The reporter goes to a fire. The accompanying story of a fire, clipped from the New York *Globe*, is a good example of this kind of reporting. In this instance the newspaperman who covered the story was himself on the scene to witness the rescue, and must have talked with spectators, firemen, and occupants of the building. The rescue of the little boy gives the story a good news angle.

A spectacular rescue of a five-year-old boy who fell five stories into a narrow pit formed by the walls of three buildings was made early today by Battalion Chief Oliver and his driver, William A. Fraser, in a fire at 160 Greenwich street. The child, Michael Kramer, son of Mr. and Mrs. William Kramer, who lived on the fourth floor of the building, is in Broad Street hospital in a serious condition.

The rescue was effected while Oliver clung to the last rung of a ladder held by Fraser who stood on the roof of a two-story rear extension of the building.

The boy fell into the pit when John Larsen, a boarder in the Kramer family, was taking him across on some shaky boards after his parents had already crossed with the boy's two younger sisters. The pit was filled with rubbish and water when the firemen arrived and Michael was floating about unconscious.

RUN TO ROOF

The building is near Cortlandt street and next to the old Greenwich street police station. The Ninth avenue "L" runs along one side of it. The first two floors are occupied by bake shops. Most of the thirty persons living on the three upper floors are children. The blaze started in the bake shop and had burned to the roof before the arrival of the firemen.

When the Kramers were roused and started to leave the building, they found the rear fire escapes so hot they could not go down. A crowd of panic-stricken men, women and children blocked all egress. Escape in front was impossible because of the "L" structure, so the family went to the roof. There Larsen

found two boards and placed them across a six-foot chasm between the burning building and the building next to it.

Mrs. Kramer, who crossed first, stumbled into a skylight with her three year old daughter, and both were slightly cut and bruised by the fall. Kramer followed with their seven year old daughter, and Larsen attempted to cross last with Michael.

FOUND LADDER

The ladder, by means of which Oliver and Fraser rescued the boy, was found on the roof of the two-story rear extension of the building.

Others in the house, many of whom were cut and bruised or scorched in escaping by the roof, were George Bruce, his wife, and children, George, 4, and Raymond, 2, who live on the top floor; John McCaloon, his wife and children, Peter, 9, James, 8, Margaret, 7, and Joseph, 4, who live on the third floor; and Peter McCaloon, his wife and three children, Walter, 6, James, 7, and Peter, 2.

All of these had to be carried or led to the streets by firemen of Trucks 10 and 8, some of them by way of the "L" structure. Three ambulances were called because of the number of hysterical women and slightly injured children.

✕ **Suicide.** The report of a suicide or of a murder which reaches headquarters through the channel of some patrolman also furnishes an opportunity for a detailed story, depending, of course, upon the circumstances and the prominence of the people involved. Here, for instance, is a story that came through the police and coroner. The reporter has taken advantage of the "tip" and has worked up, from the meager outline originally received, the following story taken from the *Chicago Tribune*:

*"What is life, anyway?—at best?
It's ten hours work each day, three
meals a day,
A few glad rags to wear away,
And then to sleep and dream away.
So, what's the use? So here I go!"*

Henry C. La Bette, inventor, 63 years old, who lived at 63 West Ohio street for the last three years, suited his actions to his lyrics yesterday.

Miss Louise Burke, sister of Mrs. H. H. Norton, at whose home La Bette lived, knocked on his door yesterday morning. There was no response. She entered, and found his body in a chair. A note, "God bless you all—I can't stand it any longer," was on the table at his side.

ONCE WAS WEALTHY

Years ago, it is said, the old man had had a fortune. He had it no longer.

Why should I produce another fortune.

That I cannot use myself

While others await my pelt?

ran more of his lines. His various inventions—an envelope, a toy baseball game, and the like—had not proved remunerative. Why try again? the old man asked himself. His death resulted from nicotine poisoning.

BROTHER IS NOTIFIED

The family physician was notified as soon as the body was found. He, in turn, called the East Chicago avenue police. The body was removed to the Shute morgue, 743 North Clark street.

One of the dead inventor's brothers, Edward La Bette, Minneapolis attorney, is on his way to Chicago to take charge of funeral arrangements.

While the reporter should not forget that the motive underlying the suicide is always an important news feature that needs emphasis in his story, he should also remember that he is called upon to handle a suicide story constructively and with repression. If he can accentuate the cause of the deed in such a way as to deter other persons who may be similarly tempted to take their lives, he will be rendering a good service to the entire reading public. For instance, if his investigations show that wood alcohol and Rough on Rats are being used for suicidal purposes, he should see that these facts are brought prominently into the story; if he discovers that lack of employment, meager wages, loneliness, desertion of friends, half-balanced mentality, criminal tendencies, are responsible for suicide, he should bring out these fundamental causes so that some remedy may be applied to prevent recurrences of such things in the future.

The old police reporter was satisfied if he presented the sordid annals of the crime itself, just as the old police court looked upon punishment of crime instead of prevention of crime as its chief function. The newspaper may also be considered a policeman not only in waging warfare for the uprooting of crime and criminals, but also as an active agent in preventing crime and conditions that cause crime.

In case of accidents or attempted suicides the reporter must keep in touch with hospitals and physicians. The best method is to visit them personally or to send a young reporter to find out the condition of the injured and the injury. In every emergency encountered on the police run the coöperation of friends in the department or hospital is almost indispensable. Most patrolmen relish the idea of having their names in print, especially if they are associated with some daring rescue or arrest. The reporter should take advantage of such instincts and should see to it that these patrolmen get deserved recognition, without abusing their confidence. At times, grouchy, tight-mouthed officials will be encountered. It is a class difficult to deal with, but some attempt should be made to win their confidence even if friendship is out of the question.

Court incidents. Another fertile field of news allied with the police department is the magistrate's court. Here during the day appear lawyers, detectives, criminals, and suspects. Many a good "feature" awaits the curious reporter. In some cities the culprit is led up upon the "bridge" in front of the court room, facing the magistrate as he tells his story. Reporters are admitted behind the rail and can usually pick up a good story or two from the remarks of witness and culprit. Detectives also often give valuable tips which lead to the unearthing of numerous stories. The bugaboo of a libel suit intimidates many reporters, for in not a few instances accusations of crime are found upon investigation to be not warranted by the facts.

The reporter should never dub a person a thief, a robber, a murderer, unless the evidence has proved his guilt; he should be equally careful in taking a sentimental attitude in trials of women accused of wrongdoing. Let him tell his story with such good taste that it may be read by every member of the family.

Many are the little touches of comedy and tragedy revealing themselves in a dingy court room filled with curiosity seekers and a polyglot assortment of humanity. These glimpses of human nature are worth infinitely more than the dull recital of petty crimes, and most papers take advantage of them. The following item, clipped from the Chicago *Evening Post*, is characteristic of this type of newspaper story:

"Here's a gun, shoot me," said Joseph Bernaton to his wife, Mary.

"I won't," said Mary. "You shoot me."

The ensuing wrangle brought the two into the Domestic Relations court today before Judge Adams. They told the judge that an argument over who should shoot the other was the cause of their marital troubles. Bernaton also was charged with nonsupport.

LOVES ALL BUT CHATTER

"I love her," said Bernaton. "But she talks too much. If she only kept still——"

"I don't talk too much," interrupted Mrs. Bernaton. It required the efforts of two bailiffs to stop her flow of conversation.

"My husband and oldest son, John, tried to choke me," she said.

JUDGE SYMPATHIZES

"Well, they may have had what many people would call sufficient provocation," said the judge.

Evidence showed that Bernaton, who lives at 9244 Calumet avenue and is an organizer for the Railway Carmen's association, received \$465 a month. He indicated to the court his willingness to support his wife. He was placed on probation for one year.

Here is another brief story of a different kind of court proceedings, interesting because of a boy's promise and the sympathetic action of the judge. It is clipped from the Kansas City *Star*:

For many years Richard Hisel has wanted a Shetland pony. Richard is now 12 years old and his dream is about to be realized.

Richard never has believed in fairies and those things, for he is a practical boy, but he

could hardly wait for today to come as he sat about his home yesterday at 761 Cheyenne avenue, Kansas City, Kas. He has been promised by "the best friend he ever had" that he should have a pony.

Richard fell behind in his studies and found his way before Judge John T. Sims in the juvenile court. Judge Sims asked many questions and among other things found out that Richard wanted a pony.

"If you make good and have good grades, go to school every day, and the teacher says you are a good boy, I'll get you that pony," Judge Sims promised at that time.

Richard appeared at the office of the juvenile court Saturday with the required proof.

"Now do I get the pony?" the boy asked.

"Bet you do," said the judge. "I'll get it Monday."

"Detective journalism." The foregoing stories are easy to secure and write, as they contain no hidden facts. The real test of the reporter's news-gathering faculties comes when only a small segment of the story is available. Baffling mystery and half clues then meet the investigator at every turn. In such cases the reporter will make almost as many original observations as do the officers of the law, and while he will continually interrogate them and gather from them such facts as they may possess as well as their theories, he will not fail to assemble his own facts and make his own theories.

Adhering always to the facts, it is obviously printable news that Chief X is of the opinion that the crime was committed by such an individual, although as a matter of truth Chief X may be all wrong in his conclusions. The chief, however, is an officer of the law, appointed for the purpose of having theories in just such cases, and if he is willing to divulge his opinions they become pertinent because advanced by him.

If the reporter is, as he should be, a trained observer, he approaches the task of unraveling a criminal mystery with quite as much advantage as the police. For the most part he will have a better-disciplined mind, more alert faculties, and keener activity than the officers engaged in the work.

The following example is an exact statement of the details of what was done in a case. The false clues followed are given to

show that success does not attend the first efforts of the best-trained man, although the method employed from the first may have been, and in this case seems to have been, correct.

A murder had been committed in the town of X, one hundred and fifty miles distant from the city of C and in the same state. Evidence on the body of the man found indicated that he had lived in C. His identity was an absolute mystery. The authorities of X, before proceeding to locate the murderers, who apparently had escaped by train, felt that they must establish the identity of the victim.

All the evidence in the case was sent to the police authorities of C. At the end of two weeks they had made absolutely no progress in identifying the dead man. At that time an officer from X came to C and took a reporter into his confidence. The activities from then on were the work of consultations, the reporter often making the suggestions. The evidence at hand consisted of the dead man's clothes and a death mask. The first examination of the clothes disclosed that most of the wearing apparel had been bought within a radius of a few blocks from the public square of C. The various salesmen were interviewed. Not one of them remembered selling the particular garments, except a clerk, who said that he did recall selling such a coat, but he was positive that the purchaser was still alive.

As a death mask is heavy and not convenient to carry about, the reporter had it photographed, both front view and side view, and kept these with him for purposes of identification. The shoes when examined were found to have a mark indicating that the seller kept a record of them, and by tracing this down the date of the purchase was ascertained. The day chanced, however, to be Saturday, when the store employed several extra clerks, and nothing further than the date could be learned. This, however, established the first fixed point—a date at which the man must have been in C.

Another clue followed was the marking of the linen. The men interested in the mystery compared it with the lettering on their own linen and, from the formation of the letters, thought that they detected certain marking peculiar to a local laundry. The marking expert of this laundry was called in and identified the mark, but found upon reference to his books that three residents in C had

the same mark. All these men were found to be living. The end of this trail led to disappointment, but not yet to defeat. The appearance of the victim's clothing indicated that the wearer dressed rather flashily,—that is, with no great refinement,—and it was argued that a man of such personal taste would probably frequent saloons and cafés in the same district where he had bought his clothing. After visiting several resorts the investigators found a waiter who thought he recognized the features of the death-mask photographs. He said that an employee who was on the other shift of the café service knew the patron and had sold him a coat, which he recalled as similar to the garment held as evidence. This other waiter was finally located, and recognized the coat as one which he had bought at the place indicated by the garment tag and had subsequently resold. He gave the essential information by furnishing the man's name and the definite time of his residence in C as fixed by the sale date of the shoes. With these facts the unraveling of the man's past was relatively easy.

The work of running down this information, and the many worthless clues followed, occupied about six hours. The result was a story a little less than half a column long. Often less effort yields more sensational results.

§ 5

SPORTS

The popularity of sport. Traversing a long period of development and growing popularity, the department of sports has come to be one of the most eagerly read pages in the newspaper. The majority of metropolitan newspapers print column after column of baseball, football, racing, golf, pugilism, and employ specialists who know the complexities of every competitive contest and are able to write with a certain zestful enthusiasm.

All sporting-news stories may best be handled by men thoroughly familiar with the sport itself and with the contestants. A writer of sporting news must be capable of careful and quick observation, clear thinking, and must possess a clear, expository style. His stuff must even verge upon the editorial and critical review, and yet retain qualities of spirited narration and description that not only vivify the scene but also capture the spirit of the occasion.

The sporting editor is a specialist. He must have a general knowledge of the technique of the major sports; he must also be able to handle copy that comes over the wire. Frequently he is held responsible for the make-up of the sporting section.

The popularity of sports and the stress placed upon them make it necessary to treat from day to day the same or very similar material. This naturally brings opportunity for the making of "slants," designed to vary the monotony of the ordinary sport chronicle. The practice has its merits and at the same time leads to many literary transgressions.

The following story is an example of how an ambition to be different may result in more or less cheap humor and unintelligible slang:

BROOKLYN, N.Y., Aug. 8.—Feeling the hot breath of the hustling pirates on their shoulder, the Cubs knocked Dutch Reuther for a row of raspberry bushes on the island today and whacked the Dodgers 4 to 1. That scrap for third place is one of extreme annoyance.

Vic Aldridge, called a jinx here, kept it up. Wearing false whiskers and growling here and there, he scared the Dodgers stiff, especially when they had men on the trail. May he long remain a hoodoo.

BEAT DUTCH REUTHER

It's considered quite the cat's manicured paws in the big show to stagger Dutch Reuther, who has copped fifteen thus far. Dutch pitched with his usual ease and grace, and had exactly as many hits behind him as Vic. But he also had one error to contend with, that when Neis let a ground ball get away from him with two itching to score, and this is what is technically known as the break.

The diction of sport at the best is an interesting, readable, easy-flowing display of America's spontaneous, sportsmanlike relish of athletics as a national institution.

Afternoon and morning stories. The sporting pages of a morning and afternoon paper differ greatly in the manner in which the sporting events are handled. This divergence can be seen most easily in the consideration of the treatment given professional

baseball games. The morning paper comes out some time after the games are completed, and its stories of the event take the form of a detailed, analytical recital, unified and colorful. The afternoon sheet issues editions during and very shortly after contests and must contain essentially only the running report of the games, the scores, and, in the earlier editions, a story of the conditions and contestants before the contest. Then comes a short résumé of the previous day's affair, with more emphasis on striking features than on the game as a whole.

Sport extras. In sport extras the story is given blow by blow or play by play, because it can be published most quickly in this way. Details are telegraphed from the ringside or field to a special linotype operator in the pressroom, the slugs are put on a fudge, and in half an hour the paper is on the street with the complete facts.

Interest in college football. As sports, professional baseball and college football have come to receive the majority of space in metropolitan papers. The former has long been popular; the latter has aroused a sudden and spectacular interest, no longer common to college campuses, as evidenced by the inability of college communities to supply sufficient seats for the crowds. The charge of crooked dealings in baseball contests has doubtless diverted attention to college sport, where the taint of professionalism is largely absent. Amateur games, particularly golf, have also attracted a large following, even outside of the active participants in the games themselves. Women are showing more interest in sports than ever before.

News points to be covered. The report of a sporting event should fundamentally contain the result, the score, the reasons for defeat and victory, the teams competing, the time and place, and the more important circumstances surrounding the event. The better-known participants in the game, the crowd, the weather, the conditions of the field, incidents of special interest, and other personal or human-interest touches can be handled easily and entertainingly in the report. The story must be made different from yesterday's in something besides the score. Except for the result, the same game is for the most part repetition, so to make his story interesting the reporter must find variety. This touch is

obtained by searching out the unusual or by building a lead around a particular feature. On the occasion of the more important sporting events two men are often assigned to handle it, one to supply color, the other the detailed play-by-play story. A write-up of big games should give a feeling of the stir and hustle, the expectancy and the excitement of the crowd. It should give a picture of what the eyes see, the ears hear, and the spirit feels.

The following was clipped from an account of an army-navy game:

There are football crowds and Harvard-Princeton crowds, and there is also the Army-Navy game crowd. This last is *sui generis*, par excellence, *ne plus ultra* and also quite some. It is composed quite largely of people, but oh, what people! Of course, a lot of them are only human, but they seem rather more. What with the Generals and Admirals and thence downward; what with the epaulets and gold and silver laces, the thousands upon thousands of uniforms and shoulder and sleeve straps, the average commonplace onlooker comes away feeling as if he himself were at least a diplomat.

Well, this crowd was as glowing a crowd and as compact and picturesque and jammed as ever was seen, even at an Army-Navy game. To begin with, it had all the joyous thrills of anticipation of what is, in some ways, the greatest sporting spectacle of all the year. Later it was thrilled by a stirring affray, in which, by sheer grit and determination, the weaker team made itself the equal for a time of the stronger one. Then, too, the envy of a throng ten times as great which was unable to get seats for the contest added that little thrill of triumph needed to make the joy of the happy possessors of coupons complete. The malicious animal magnetism launched in waves by the disappointed is always an incense in the nostrils of the successful.

NAVY'S GOAT ON HAND

Master Capricornus, the Navy's goat, was prominent among the attendants. In fact, he it was who originally led the victorious contingent upon the field. Arrayed in a blanket of blue adorned with two gold stars, he trotted sedately about the field to the melodious outbursts of the Middies' band, behind which

came the serried ranks of the youthful sailors. Between the halves Billy—or maybe his name is Nannie—capered to the centre of the field and gazed in approval at the Army-Navy reunion of distinguished persons like Secretaries Daniels and Baker—the former's lads earned him the right to have his name take precedence—General Pershing, General Nivelle of France and other notable men connected with the two services.

Writing the sport lead. The lead is as important in a sport story or more important than in any other type of news. The following are suggestions of news points that make good opening sentences:

Description of a baseball game, whether it was listless, close, one-sided, or overtime. The latter event should always be in the lead.

The play which decided the contest.

The condition of the field and the weather; in football games the weather frequently affects the result.

The number of straight victories or defeats the team has as a result of this game.

The standing of the team in a series or a league, if the result affects these.

A rally that wins the game or nearly ties the score.

Often two or more of these are incorporated in one lead, as in this example, which tells that the game was a pitchers' battle, that it went into extra innings, and how it was won:

Detroit, Mich., June 22.—Cutshaw's triple followed by Rigney's single, ended an eleven inning pitching duel between Ehmke and Pruet today, and allowed Detroit to beat St. Louis, 3 to 2.

Reporters with originality have used other methods to break the monotony. A favorite method is the use of the short-sentence lead. The following example will illustrate this:

Walter Johnson is still doing business at the old stand. He proved as much yesterday when he snuffed out White Sox hopes on four hits, while his mates were picking up runs here and there for a 4 to 1 Washington victory in the first of the series.

When the outcome of a certain football game upset the "dope," a reporter announced the victory in this interesting fashion:

Zuppe's fighting Illini beat Ohio State
ZUPPE'S FIGHTING ILLINI BEAT OHIO STATE
ZUPPE'S FIGHTING ILLINI BEAT OHIO
STATE

The score was 7 to 0, gathered by a successful forward pass from Peden to Captain Walquist near the end of the first half.

Local angles of athletic events are naturally given preference by papers; but public interest in sporting contests has been so stimulated of late years that stars and special features in other parts of the country come in for their full share of attention.

Related contests. Pugilism is a pastime which claims a certain limited amount of space all through the year and provides material for numerous sport feature stories. Interest in this sport is expanded greatly immediately before and after a big championship bout. The routine space, however, deals largely with the movement of champions and top-liners, and with the discovering and promoting of possible rivals for the title in the various weights.

Golf and tennis are today claiming an increasing amount of space in the daily newspapers. They are sports which, more than many others, require specialists endowed with journalistic instincts. The two, golf especially, have become so popular with everyday readers that they have earned big headlines on most sport pages. Stories deal with two angles—contests among members of local clubs and the matches and feats of champions. Minor phases of these sports have become popular and are accorded increasing emphasis—the international aspect and women's activities.

Swimming centers largely in amateur and school meets and record-breaking performances of champions and near champions. Club meets have lost much of the interest they commanded before private and public affairs began to usurp attention.

The United States has fallen to fifth place in athletic development because of concentration on producing champions. As the result of army tests we are beginning to realize that widespread participation in health-building sports is sorely needed. Alert editors therefore welcome mass athletics as a national safeguard.

SPECIMEN SPORT STORIES

I. FOOTBALL

DARTMOUTH VICTOR OVER WASHINGTON

SEATTLE, Wash., Nov. 27.—Dartmouth today smothered the University of Washington by brilliant forward passes, and won the first football game in the new Washington Stadium by 28 to 7. Three of the Dartmouth touchdowns were made directly through forward passes from Robertson to Jordan. The fourth was made on a line buck following a successful overhead attack.

Washington's lone tally came in the first quarter, when Abel blocked a punt and carried the ball over.

Nearly 30,000 persons, the largest crowd that ever witnessed an athletic contest in Seattle, packed the new stadium. Perfect football weather prevailed.

First Period—Dartmouth won the toss. Harper received Green's kick-off on Washington's 40-yard line. He returned fifteen yards and punted for thirty-five yards. After three line plunges had failed to gain, a kicking duel ended in midfield with Dartmouth holding the ball. Abel blocked a punt and raced for a touchdown through a broken field. Harper kicked goal. Score: Dartmouth, 0; Washington, 7.

Harper returned Dartmouth's kickoff thirty-five yards. A punting duel ended on the 40-yard line, where Dartmouth started a march for the goal, but was halted at the 20-yard mark. Washington gained the ball on downs, Harper punting out of danger. Dartmouth held the ball in midfield as the period ended. Score: Dartmouth, 0; Washington, 7.

GREEN'S FIRST SCORE

Second Period—Shortly after the period opened Dartmouth got possession of the ball on downs on Washington's 30-yard line. Plunges by Burke and Robertson gained ten yards and then Crisp carried the ball over on a forward pass from Jordan. Robertson kicked goal, evening the score.

Washington kicked off, Robertson returning twenty yards. The ball stayed in Dartmouth's territory for the rest of the quarter, big end gains by the Dartmouth backs being more than offset by Dartmouth's penalties for holding. The quarter ended with the ball in the centre of the field. Score: Dartmouth, 7; Washington, 7.

Third Period—Washington kicked off. After Washington had recovered the ball Harper tried for a drop kick from the 37-yard line, but the ball struck the cross bar. Dartmouth forced the ball to Washington's 45-yard line and Jordan then took Robertson's forward pass and raced over the line for a touchdown. Robertson kicked goal.

LINE BUCKS BRING TOUCHDOWN

Dartmouth scored again just before the close of the period, Shelburne putting the climax to a series of line bucks with a smash over the line. Robertson again kicked goal. Score: Dartmouth, 21; Washington, 7.

Fourth Period—Harper punted out to the 50-yard line. Robertson dropped back ten yards and shot a long pass to Jordan, who made a twisting 38-yard run over the line. Robertson kicked goal. Robertson outpunted Harper in an exchange that followed. Just before the whistle for the end of the game, Grady, replacing Robertson, after Dartmouth had hammered the ball to the Washington 5-yard line, threw another pass to Jordan, who caught the ball behind the goal. It was out of bounds, however, and no score was allowed. Final score: Dartmouth, 28; Washington, 7.

II. BASEBALL

BARNES ENTERS HALL OF FAME

HE FINALLY MADE IT

Jess Barnes well might take for his motto, "If at first you don't succeed, try, try again." Twice before in his major league career, which dates from 1915, when he was purchased by the Braves from the Davenport club of the Three I League, Jess came within the proverbial ace of pitching a no hit game. In 1917, as a member of the Braves, he held the Pirates hitless until two men were out in the ninth inning, when Max Carey got a base hit on a ball that bounced off Barnes's right foot.

In the morning game of July 4, 1919, in Philadelphia, Jess, then as now a Giant, did not yield a hit until the ninth inning when, with two out, Gavvey Cravath lifted a ball over the right field fence. Wonder if a memory of those games was in Jess's mind as Wrightstone faced him with two out in the ninth inning yesterday?

By FRANK GRAHAM

It was the ninth inning of yesterday's game at the Polo Grounds. Thirty thousand fans had sat through eight innings of a game that bristled with gripping plays and in which Jess Barnes had not yielded a hit to the Phillies. With the passing of each inning the crowd had been more deeply stirred, as the slim pitcher played as though he were pitching to his mates in batting practice turning the Philadelphia batters back. Only one of them had reached first base. Cy Williams, waiting Jess out in the fifth inning, had drawn a base on balls, and after Parkinson had fled to Shinners had been engulfed in a double play precipitated by a poke from Fletcher to Rawlings.

The great crowd was almost breathless as the Giants took the field for the ninth inning, for only three men stood between Barnes and the fame that goes to the hurler of a no hit game. The first sacker, Henline, the catcher and George Smith, the pitcher, were the three elected to face Barnes, but Irving Wilhelm decreed that none of these should take his turn at bat. Striving desperately to start a rally by his team, he ordered three pinch hitters to take the places of these men.

King, once a Giant, a sturdy, deep chested fellow and a dangerous hitter

at any time, advanced to the plate to hit for Leslie. Barnes got a count of two and two on him. King connected with the next ball and drove it to left center, but high enough for Shinnars to sidle over and get under it. As Shinnars made the catch there was a roar from the crowd, a roar which quickly died away as Lee stood up to the rubber to bat for Henline. Lee smashed a ball at Rawlings, and as John set himself for the play the crowd sprang to its feet. The ball took a bad hop a foot or so in front of the Giants' second sacker, but he snatched it from the dust and with a perfect peg to Kelly retired the batter. Only one man more; the crowd murmured uneasily as Wrightstone, noted as a long range hitter, moved up to the plate, swinging his bat, his gaze on right field wall. Barnes, unruffled, set himself to pitch to Wrightstone. The ball was whipped up to the plate; there was a swish of Wrightstone's bat, and the pellet skipped along the ground to Bancroft, who scooped it up with a graceful underhand swing and got it across the diamond to Kelly.

MOBBED BY THE FANS

A deep throated cheer, which started as Bancroft set himself for the throw, thundered out across the field as the ball settled in Kelly's glove. The game was over. Barnes had pitched a no run, no hit game. Stopping only to make certain that Wrightstone had been retired, Barnes whirled and dashed toward the clubhouse. As he raced past second base Rawlings caught his right hand and wrung it vigorously, then pounded him on the back. The fans had rushed out of the stands and were at Barnes's heels, each seeking to take his hand. Those from the bleachers massed themselves around the gate in center field that leads to the clubhouse. Jess plunged into the milling, swirling mob and at length fought his way through, grinning, breathless and feeling very much as though he'd like to do a little shouting to relieve the tension under which he had been for an hour and a half.

As he dashed under the bleachers to the clubhouse he caught a glimpse of a girl who stood waiting for him, tears of happiness coursing down her cheeks. The girl was his wife. Mrs. Barnes, as might be expected, is an ardent fan and seldom misses a game when the Giants are at home. There was just time for a hurried greeting between them and a word or two of praise, for cabs were waiting to whirl the Giants to the Highbridge station, where a train bound for St. Louis was to pick them up.

The little yard in front of the clubhouse was jammed with fans, who in their eagerness to get another glimpse of Barnes and the players who had shared in his triumph refused to obey the commands of special policemen to "move on." Finally, the cops, probably because they, too, are fans, desisted in their efforts to clear the yard. So it was that when Jess, in a brown suit and light cap, stepped out of the clubhouse and entered a cab he was lionized again. At length all the players were in the cabs and the order was given to start.

GIANTS TALK IT OVER

Not until Highbridge was reached did the players have a moment of peace and quiet in which to talk over the remarkable pitching of the slim young man from Circleville, Kan., and then, when the train pulled in and the regulars were joined by the second team, which had played a benefit game for the Elks on Staten Island yesterday, the celebration began all over again. Jess was subjected to more handshaking and lusty thumps on the back. Probably the aftermath of the game took more out of Jess than the game itself. Loud in his praise of the pitcher was John McGraw, who fairly beamed every time he looked at Jess. Loud, too, was Earl Smith, who handled Barnes's delivery. "Jess tied the Phillies in knots by throwing fast balls at 'em all afternoon," said Smith. "He didn't throw a half dozen curve balls in the game. When Jess has his fast ball working the way he had it today it's a tough proposition to hit him. If you don't believe that ask the Phillies."

Keenly disappointed at his failure to see the game was Virgil Barnes, who had gone to Staten Island with the rookies. Last night on the train Jess overheard Virgil bemoaning for the twentieth time at least the fact that he had missed the great feat accomplished by his brother.

"Never mind, kid," he said, patting the youngster on the back. "You'll pitch one of those things yourself some day, and I hope I'll be there to see it."—New York *Sun*

§ 6

HUMAN-INTEREST STORIES

Making an emotional appeal. With the modern newspaper's broader outlook on life and keener zest for human values, the human-interest story has taken an enlarged place in the columns of the journal that would appeal to a diversified range of sympathies. Most newspapermen recognize the genus and are eager to print as many of these silhouettes of men and of things as possible; there are a few, however, who refuse to consider the human-interest story, on the ground that it is not news, not even near-news. Some conservative editors are afraid of it because of the cheap "faking" of the "yellow journal."

The difficulty with the so-called human-interest story lies in the fact that it eludes definition. Must it be grounded in literal truth, or may it be amplified by the imagination, furnishing a kinship to literature itself because of its frank endeavor to entertain and thrill? Can it in any sense be considered news? Among editors there is surprising diversity of opinion as to the worth of such a story.

The attached incident was published on the first page of the *Chicago Tribune*, although other papers may not have given it such a prominent position:

MIDDLETOWN, N. Y., May 28.—[Special.]—While Inspector Van Valkenburgh was looking over a coal train at Arkville he discovered a nest on top of a journal box of an empty coal car containing two small robins. He learned the car had been picked up at West Davenport, fifty-four miles distant, and the car and birds were sent back there where soon the mother bird found her little ones.

An analysis of the story brings out the style of treatment and the appeal of the human-interest narrative. The lead is not constructed like the lead of a news story, which easily satisfies the reader's interest, but rather operates with the intention of cumulative interest, drawing the reader further into the story. The basic principle is that of mother love applied to the birds, but it is such a fundamental appeal that it touches a responsive note in men and women. The instinct which motivated the inspector is alive in thousands of readers, and the writer has capitalized this universal expression of kindly concern.

A dog story. Many newspapermen consider children and animals the best themes for engrossing human-interest stories, probably because of the inherent helplessness of both. The dumb devotion of a collie, the antics of a monkey, the escape of a menagerie lion make capital yarns, if touched with sympathy and humor and not drenched with "fine writing." Note the suspense and artistry woven into this dog story salvaged from the columns of the *Kansas City Star*:

—and when the last scene of all comes, and death takes the master in its embrace and his body is laid away in the cold ground, no matter if all other friends pursue their way, there by his graveside will the noble dog be found, his head between his paws, his eyes sad but open in alert watchfulness, faithful and true even to death.—From Senator George Vest's *Eulogy of the Dog*

BUCKNER, MO., June 11.—Pete is only a dog. Just a collie dog with the gentle, expressive

eyes of his kind and a good deal of gray about his muzzle. Folks in Buckner say that they can notice the gray more the last week or so, but they may be mistaken in that.

Pete, being only a dog, is not expected to know the depths of emotion that persons feel. He is not supposed to understand about death and sorrow and utter loneliness and that sort of thing. He was a smart dog, folks said, and had been a faithful companion to his master, William Hudspeth, who lived on a farm near Buckner.

But when Mr. Hudspeth died three weeks ago, everyone forgot about Pete. There were so many things to be looked after that the grief-stricken family left him to his own devices. Some of those in the funeral procession that wound up the road to the graveyard on the hill remember seeing him following along at the side of the road, but he was gone when the crowd dispersed at the cemetery.

BEYOND A DOG'S UNDERSTANDING

It had been a strange day for Pete. Early in the morning the people who came to the house had routed him out of his place in front of the door where he had lain during the two weeks his master was in bed. There were many things which, being a dog, he did not understand. There were all those people who stood around and talked low and there were lots of flowers and more buggies tied along the fence than he had ever seen around the hitching racks in Buckner.

They wouldn't let him in where his master was, not even in the house, although he tried to get in several times. And then finally they brought his master out in a big box and everybody went down the road with him. He went along, of course. Hadn't he gone to town with him every afternoon for years?

LOOKED FOR HIM IN STORES

But they didn't stop in town this time. They went on across the railroad tracks and up the rock road. They went slower up the hill and Pete was glad of it, for his legs were not as strong as they had been before the hair around his muzzle turned white. The hard road made his feet sore, too, if he tried to go too far.

He stopped with the rest of them at the place where the white stones stood about in the grass and watched them all go over to a big hole in the ground. But his master wasn't amongst them. Perhaps he wasn't in the big box after all. He'd probably stopped in town as he always did, and Pete, foolish dog, hadn't noticed it. It was much more likely than that his master was in that box they were putting down in the hole.

So Pete started back. The loungers on the bank steps called to him as he stopped there, but he paid no attention to them. They watched him trot on down the street and stop for a moment at each store his master had used to visit. Then he disappeared out the road to the farm.

The family, coming back to town, met Pete, limping a little now. They caught him and took him in with them. A few minutes after they got back home he was gone.

The sexton, working late that night, heard a whining among the graves. When he came to the newest one he found Pete. The dog lay on the grass at the side of the headstone and would not come away when the sexton left. The next morning he was still there.

Since then Pete has never missed a day at the graveyard. When he turns in from the road he goes straight to the Hudspeth lot and stays there for hours at a time. The sexton has noticed his restlessness. He hunts around among the stones only to return to his master's grave. Finally he goes back to town and makes once more the round of the stores.

At the furniture store he stops and scratches at the screen. When they come to let him in, though, he looks for a moment and walks away. At the bank, if they open the door, he trots around behind the cashier's cage and into the directors' room and then goes out again.

Sometimes he goes out to the farm then. Sometimes he goes back to the graveyard and the sexton finds him in the morning, whining at the mound of earth. Always he has a restless, troubled air as he searches for someone who cannot be found.

One day Clifford Hudspeth, Mr. Hudspeth's son, put on a pair of striped overalls that had belonged to his father. Pete took up with him immediately and will follow him anywhere—when he wears the overalls.

He showed much the same concern a year ago when Mr. Hudspeth went to California for a month. No one knows how Pete found out on which of two trains his master might return. Never a day passed, however, without his meeting both of them, and one day he was rewarded. The station agent still tells of Pete's bounding joy.

So Pete waits at his master's grave.

It is this striking of a common chord that creates an audience for the tales. Any person caught in the grip of circumstances he cannot surmount—poverty, ill-health, loss of friends—enlists our pity and causes generous impulses to spring into being. Such feelings are aroused in the ensuing story from the *Detroit News*:

CHICAGO, May 30.—After 30 years of total blindness; 30 years of sitting with a beggar's tin cup at the main entrance of Chicago's commons; 30 years in which his valuable property slipped away from him; 30 years in which his eight sons and daughters died, one by one; 30 years of living in a cheap, damp, smelling basement by night—

Those days have gone forever for "Old Bill" Rabe, Chicago's most famous beggar, who at the age of 71 is looking forward to what he terms a "new lease of life."

Last Thursday an operation to restore the old man's vision was performed by Dr. E. K. Findlay at the Illinois Charitable Eye and Ear Infirmary. The operation has been pronounced successful, and in a week or two they will take off the bandages.

WAITS FOR SUNSHINE

Meanwhile Bill sits and waits for the sunshine, eager to start life all over again, with his almost equally aged wife, Mary.

When Old Bill gets out of the infirmary and puts his battered tin cup on the shelf as a relic, he's going back into the tailoring business. He used to be a good tailor when he had his sight, and knows he can pick it up where he left off.

And as soon as business gets going at all the old couple are going to move out of their two basement rooms which they rent for \$4 a month and get up on the ground and let in the blessed sunshine that has been missing so long from Old Bill's life.

Sure, Bill was glad to talk to a reporter. He wanted the whole world to know what the doctors had said. As he told his story it became increasingly apparent that if life still has some good things in store for Bill, he deserves to have them coming.

"Time was," old Bill explained, "when I was pretty well-to-do. I owned an apartment building near Chicago avenue and Noble street, but lost it through reverses. Everything else I had went the same way.

"Our children went, too, after that, one by one. Eight of them there were, and as clever lads and lassies as you ever saw in all your life. No one is left but Mary and me, but we've got lots to live for.

ABOVE GROUND AT LAST

"We'll get along when I get my sight back again. But this tin-cup business hasn't been easy. I want to go back to the tailor trade and make a living for Mary and myself. We don't need much. But we want to move out of our basement and get above ground—we'll have long enough to spend below it after a while. No use starting that stuff too soon."

A social welfare worker interested herself in "Old Bill," and steered him to the infirmary for the operation. So the reporter musn't write anything without giving her full credit, Bill warned, even though he didn't know her name.

"Because," he exclaimed, "if she hadn't brought me here I wouldn't be expecting to see the stars and flowers again."

"The doctor says we can take the bandages off in about a week," the nurse said, "and then he expects the patient to see as well as ever."

A man shot five times. Not all human-interest stories are of tragic cast or are intended to evoke sympathy. Many of the most popular are couched in a humorous vein. The accompanying story from the *Chicago Tribune* is a splendid example of a human-interest story written in a light mood, and is also excellent because of an informal breeziness which tempts the reader to pursue the story to the last sentence—and then only intrigues him further.

Angelo Pero was shot five times Wednesday. But that isn't news. Who ever heard of Angelo Pero? And besides, a mere shooting: Pouf.

We have them every night. And Angelo Pero hadn't been in Chicago twenty-four hours. It is nothing; some are shot the minute they land.

Angelo Pero comes from Meadville, Pa. There was a pass on the Erie in his pocket that told this. He came looking for work in Chicago. That isn't news, either.

With Pero was one, Amato, who disappeared after the shooting, was later arrested, questioned, and shrugged his shoulders.

They were walking along, minding their own business, until they came to Hobbie and Crosby streets. Last night was damp and misty—one of those nights that makes a reporter jump out of his shoes every time a milk bottle falls off a second story window ledge.

Out of the shadow three men leaped. They fired a dozen shots; close up, so they wouldn't miss. Angelo Pero ran, shot five times. Then he fell. A lad, who had heard the shooting, came to him. It must have been a lad, for an older person in that neighborhood never hears shooting, never sees it, and certainly never mentions it. Angelo was sinking to the wet sidewalk.

"I don't understand," he said huskily. "I am a stranger. I don't know anyone. What will my wife think in Meadville? And my four little ones? Why should they——"

And he sprawled in the rain. Police came and removed him to Passavant hospital. He will live. Still, no story.

Wait!

This happened in Chicago. And in the pocket of Angelo Pero, untouched, intact, neatly folded, and easy of access was—

Two hundred and ten dollars.

It is this sharing of experience as brought by print, this saving salt of emotional appeal, that thrusts many episodes into the province of news. The moment names are included and local applications made, that moment the story ceases to be an imaginative possibility and becomes a gripping actuality.

Many reporters attempt the human-interest story; relatively few succeed in writing it well. Both in selection of theme and in treatment of it the type can easily be overdone either by the converting of a tender emotion into mawkish sentimentality or by the dull recital of an episode flatly commonplace.

§ 7

SPECIAL FEATURE ARTICLES

Subordinating the news. Much of the material appearing in daily newspapers cannot by any rigid definition of the word news be assigned to that classification. By common practice of many years' standing, such material is styled *feature copy* and *feature stories*, which, again, are roughly divided into *news features* and *general features*. This division is in no sense sharp, nor can it be made arbitrarily.

Some articles could be classified equally well under either head, some under both.

In a general way, however, *news features* are articles or items in which the time element does not obtrude, except that in the most skillfully written narratives the lead is hung upon some news peg, the timelier the better. Examine, for instance, this introductory sentence of a feature story as it connects the lore of the past with a recent happening:

JOHN MORLEY is dead, and with him disappears a noble, if remote, tradition of the Victorian era. He died at the age of 85, the most venerable of England's elder statesmen, who in his retirement was still to be seen on Pall Mall, the very embodiment of the Athenaeum Club, where all is silence and thought and even slumber, where no visitors are allowed and where no one has ever been detected ascending the stairs at more than one step at a time.

There and in his library, "honest John," as his constituents in Newcastle-on-Tyne had called him until they turned him out of Parliament—there he meditated over a world gone mad and indulged in sombre comparisons between the ruin of Europe and the decline and fall of the Roman Empire. England has had three honest Johns—namely, John Bright, the Quaker; John Burns, the engineer, and John Morley, the journalist. Of the three, the name of Morley will live, perhaps, the longest. For he invested his reputation, not in oratory alone, nor statesmanship, but in letters, and "*litera scripta manet*"—the printed page lasts forever.

General features are descriptive articles in which the time element is absent, and where the subject matter constitutes the hub of intrinsic interest.

The news feature may be illustrated thus: At the time of the selection of a new pope, particularly if that event has not taken place for some ten or fifteen years, all manner of historical data bearing on the peculiar customs involved become of interest and furnish a typical news feature. Recurrently at these elections a great variety of material is exhumed from books of history, encyclopedias, and other records, and given a news slant. It is obvious that the election of the Pope makes this matter readable and pertinent, although nothing in the article itself is in any sense spot news.

Of a somewhat similar type may be mentioned the various treatises, more or less inaccurate, on the subject of paleontology, at the time of the supposed discovery of the plesiosaurus in the extreme southern portion of South America. At that time much doubtful information extracted from textbooks or put in the form of interviews with college professors or museum authorities did duty as news of the hour.

Popularizing abstract facts. It is in this field that one of the reproaches of journalism, as generally practiced, has a foundation of some little importance. In the effort to popularize either historical or scientific data, the reporter is subject to the definite temptation to adorn his material with flowers of rhetoric. In avoiding the pitfalls of technical prolixity he often falls into the quicksands of lay-inaccuracy. Some portion of this condition may arise from a natural lack of all-around scientific, literary, and mathematical precision on the part of the reporter.

The field of feature writing permits of extraordinary versatility. A rapid succession of articles based on biology, astronomy, art, history, medicine, theology, chemistry, physics, and philosophy may engage the writer's attention, each entailing the possession of special and definite information. To enter and do acceptable work in this field requires a broad preliminary training afforded by a college or bestowed by studious reading of authoritative books, plus the ability to transmute undramatic facts into plain, vivid prose that at once makes contact with the previous knowledge and

experience of the average reader. In this respect the articles supplied to editors by Science Service, under the editorial direction of Dr. Edwin E. Slosson, a scientist and writer of distinction, will be found admirably adapted to quick newspaper consumption, without sacrifice of essential facts. The following may be accepted as typical of this new method of popularizing science:

A TEN-MINUTE CHAT ON SCIENCE

WANTED: A PHOTO-PHONOGRAPH

By Dr. EDWIN E. SLOSSON, Science Service

I am not satisfied with my phonograph. It cost enough and I get a lot of fun out of it, but it has its faults. It scratches like a woolen sheet. It has a nasal tone like a New England old-maid speaking French with a cold in her head. Some things it does well, as well as the original, the ringing of a bell, certain violin strings, the shrill notes of the piccolo, the clear-cut tones of the xylophone and Galli-Curci. But my favorite musical instruments, the pipe-organ and the bass-drum, come out mere ghosts of themselves. A choir sounds like a quarrel. Lastly I dislike having every piece of music cut off at the end of three and a half minutes regardless of its natural length.

Now all these faults might be remedied. The scratching and other extraneous noises come from the friction of the needle which has to drag up and down a sort of scenic railway route in the hill-and-dale machines or to rub along the sides of a crooked trough in the lateral-cut machines. The heavy arm presses down the point and has to be swung around by it. The recording needle that draws a wavy line in the wax, corresponding to the sound waves, meets with greater resistance the deeper the curve it has to dig. This must distort the tones in proportion to the swing of the vibration.

To get a perfect phonograph we must have (1) a frictionless point for recording and reproducing, (2) a weightless lever to carry the tone-box, (3) non-resisting substance to take the impression, and (4) an unlimited record.

These sound like impossible requirements. But they are not. The means of accomplishing them are already known. Light will draw a line upon a sensitive film instantaneously and without friction or resistance. A two-by-four beam of light ten feet long weighs exactly nothing. It can be swung around through space without the slightest effort or retardation.

I fancy that the phonograph of the future will record its music by a ray of light reflected from a minute mirror stuck on the back of the diaphragm of the mouthpiece and cast upon a roll of sensitized celluloid like a motion picture film. The most economical way of using this would be to run

the wavy trail back and forth across the strip; "oxen-wise," as the ancient Greeks used to call it when they wrote that way. In this way a great deal of sound could be recorded on a very short strip. Such a message could be sent by mail for slight postage and would not break the way disk records do. Duplicate records could be printed from the original negative quickly, perfectly and cheaply so the records would cost us less than they do now or the phonograph dealers would make more money, one or the other.

To reproduce the music of the message all that would be necessary would be a bright light, an electric battery, a selenium cell or some other means of transforming the alternations of light and shade into a varying current which would set the diaphragm of the receiver to vibrating as in the ordinary telephone. The reel of film could be as long as we liked so we could have the vocal books and papers that were promised us twenty years ago but which have never been delivered.

In fact it seems to me that the phonograph makers have been so absorbed in manufacturing machines and putting out records of opera and jazz that they have not paid attention to the improvement of the invention. They put the same old mechanism into fine period furniture when they might better be devising better ways of recording and reproducing sound.

Stories for magazine sections. The general feature field is less technical and calls more for reporting instinct and skill in grouping interesting details than it does for scientific and historical accuracy. It is this field of endeavor which comprises a large percentage of the output of the Sunday magazine of daily newspapers, where the subjects discussed owe their presence on the printed page to the real or imagined pulling power of the topic. Details may be extracted from the general news to substantiate one or both sides of a hypothetical question. Thus, a series of divorces in high society may suggest to the editor "Are Society Women Becoming More Independent?" And the annals of court will be ransacked to produce evidence on either side or both sides.

The Sunday-magazine field runs very largely to the exploitation of feminine activities and fancies. What girls are doing to earn their way through college has furnished text for many a feature article. Peculiar types of activities for women in politics is a theme of present-day interest.

The farseeing Sunday editor must prepare the bulk of his material on the basis of its seasonal fitness. Like the editor of standard magazines, his copy is often required days, even weeks in

advance, and far less than the magazine editor can he rely on prominent names to give weight to a story. With increasing frequency, however, the habit has grown up of signing an article with the name of the person who has furnished the facts when interviewed by a reporter. The story in manuscript is submitted to the man for his corrections and additions, then published under his name, probably with his photograph.

Christmas-holiday material may be prepared in the fall. What women will do with spring styles is worked out during the winter months. An ideal place to spend your vacation is written from the experiences of a previous year, with photographs of the same vintage.

The general feature story, lacking the time element, has certain value in the news economies which gives it a place in the larger establishments, where the volume of advertising fluctuates, where many editions are to be made up, and where a certain proportion of mechanical difficulties inevitably present themselves. An entertaining, properly illustrated article, which is as good one day as another, or one week as another, has a place, and probably will have for many years to come.

Short articles always wanted. The trend toward brevity which characterizes journalism today has brought increased favor to the news feature. A news story three hundred words or less in length has a welcome in practically every office in the country. It affords an inviting field for the trained, ambitious writer.

In many offices and in many fields news-feature writing is carried on in conjunction with regular reporting. In other shops where specialized service is given, men and women devote their entire time to features selected from the news of the day. Some of the best of this is syndicated. Intimate pen pictures of the great and the near-great, prominent in the public eye, particularly during a political campaign; accounts of successful men and their everyday habits of life; old landmarks razed to give way to modern improvements; facts in engineering and industry; achievements in the arts and sciences,—are cases in point.

Treatment and style. In writing feature articles the injunction of the reporter to be painstakingly accurate is of the same fundamental importance as in news writing, especially where scientific

exposition is concerned. This difficulty is quite as great as in the chronicling of routine news. The facility for proper selection of facts is also important, since it is seldom possible for a newspaper to go into complete detail on any subject. Added to these prime requirements is the necessity of an engrossing style that seizes upon every opportunity to be picturesque, dramatic, and colloquial. While news may be read because of its subject matter, even if indifferently written, feature stories in all cases require clever treatment to make them 100 per cent acceptable.

Making the facts live. To make the facts live, feature writers need to keep in mind the following injunctions: (1) the opening sentence of the story should rivet attention and interest in what is to follow; (2) concrete, vivifying words and phrases harnessed into swiftly moving sentences make for easy reading; (3) the illustrative incident may be employed to add variety and point to the narrative; (4) interviews and description of personal traits give vividness, variety, and a note of expert authority.

To start a story well is often to insure for it at the outset alert and continuing reader-interest. The effectiveness of a good introduction may be defeated by a number of false movements, among them: (1) long, static description generally unrelated to the story that follows; (2) fanciful and overelaborated phrasing that befogs the meaning; (3) failure to recognize the chief underlying interest for the average reader; (4) the author's philosophizing on the issues involved; (5) failure to make a close connection between the introduction and the body of the story; (6) multiplicity of details that destroys singleness of impression.

A sample feature story. Illustrative of the art of feature writing, examine carefully the following article on "Who Buys Your Home-Town Paper on the Streets of New York" as written by Bruce Barton and published in the *American Magazine*. Reader-interest is secured by adroit humanizing of the facts, first, by establishing an immediate contact with the life and pursuits of the average reader, who loves his home town and who probably hunts for a copy of the local newspaper when he visits New York; secondly, by allowing the narrative for most part to be told in the exact words of Harry Schultz himself; thirdly, by use of typical instances, quick dramatic sentences, familiar words, and little

"homey" touches that create a glow of neighborly talk (witness the *you*, *your*, and *I*). Notice, in particular, how the reader's curiosity is piqued in the opening sentences. The story:

"And you don't carry the Sandusky 'Register'?" The tone of the speaker was both hurt and incredulous. He was a tall, hard-muscled young chap in his early twenties; but he looked rather forlorn as he lingered beside the New York news-stand where Harry J. Schultz sells papers from all over the country.

"Sandusky 'Register,'" he repeated; "Sandusky, Ohio, you know."

"Yes, I know," Mr. Schultz answered, "but we don't carry it; we don't have enough calls from Sandusky folks to make it profitable."

A brisk individual, smoking a cigar with a bright red band, stopped and purchased the Omaha "Bee." The young man watched the transaction with eyes in which hope faded slowly and finally died. Robinson Crusoe, having completed the circuit of his island, and assured himself that no other human being shared its loneliness, could not have appeared more desolate. The young man had assumed that the Sandusky "Register" would be everywhere, like sunshine, or policemen, or gold front teeth.

Mechanically he turned and started toward Fifth Avenue; but half way across Bryant Park he stopped and slowly retraced his steps. After all, this man who sold out-of-town newspapers had *heard* of the Sandusky "Register" at least; there was that much of a bond between them.

"Guess you never have been to Sandusky, have you?" he asked.

"Never yet," said Mr. Schultz.

"Well, say, you got something coming to you. You ought to pull out of this cold-blooded burg some day and spend a week in good old Sandusky. I'm telling you that's God's country."

"Well, maybe I will," said Mr. Schultz, who is always willing to oblige. "If I do, I suppose I'll find you there."

"No—that is—" the young man gulped hard. "No, I guess you won't find me there. I— I couldn't hardly stand it to go back now. I— But it's a darn fine town, mister, and don't you forget it, a darned fine town."

A moment later the young man had disappeared in the crowd; and so one more unfinished story was left, like a foundling, on the doorstep of the man who sells your home-town paper in the town which is everybody's and nobody's town.

All articles about New York, like all articles about women, are both true and untrue. The sex and the city are too extensive to be dealt with in generalities. Women are as much alike as Cleopatra and Carrie Nation, as Marie Dressler and Marie Antoinette. You find in them pretty much what you bring to them; and it is so with New York.

Years ago I wrote an editorial about the narrow provincialism of New York, in which I intimated that Broadway was full of folks who thought

that civilization ended with the Appalachian Mountains and that Schenectady is an Indian name for the last white outpost on the Western trail. And that is true.

Some day I want to write another article on the advantages of New York as a small home town. No neighbors to think you're sick, or queer, if you go to bed early; no country clubs to take you away from home at night. Fresh eggs, fresh milk, and fresh vegetables, such as you never find in the country, because the country ships them all away; in short, a modest, God-fearing village notably free from malicious gossip. And that article also will be true.

For New York is five million different cities, according to the eyes and spirits of the five million men and women who look at it every day. And few men see more of the tragedy and comedy, the hopes and the fears, the ambitions and the disappointments that *are* New York than Harry J. Schultz, who stands at the corner of Sixth Avenue and Forty-second Street and passes out papers to people from all over the United States.

"I never have visited Fort Worth, Texas," Mr. Schultz began; "but I am inclined to believe it is the most self-satisfied town in the United States. I get a pretty good line on the different sections of the country from the folks who come to my stand. Take a New Englander, for instance—you can always tell a New Englander, quite apart from his accent. He's usually angular and inclined to be modest. He knows that New England doesn't grow the biggest apples or the tallest policemen, or any of the other things that the West boasts about; in his heart he understands that it is just a kind of wife's relative of the United States, distantly connected through the New York, New Haven and Hartford Railroad.

"He'll come sidling up to the stand self-consciously, pretending that he's there just to look, with no special paper in mind. I pay little attention to him because I've learned that lots of folks hate to admit that they hail from a small town. So, for a little while, the New Englander will stand around, hoping to find the paper he wants and slip me the money and get away without letting me discover what paper it is. Finally, when I'm sure he's tame enough so he won't fly if I speak to him, I say casually:

"Anything special?"

"Oh, I guess not," he'll reply; 'just looking them over; it's an interesting collection. You even have some papers from the smaller cities, I see.'

"Yes," I answer, 'three hundred and fifty different papers in all.'

"Well, well! Now, I don't suppose you have a paper from Bangor?"

"Right away I slip a copy of the Bangor 'News' into his hand, and he pays me, murmuring something about having visited Bangor once years ago. But I know that the minute he gets around the corner he will turn right to the middle pages and hunt around among the personals until he finds the note saying: 'Our esteemed fellow townsman, Henry Alden, left for New York last night on business.'

"Then there's the Southerner; he is invariably polite.

"May I trouble you for a copy of the Shreveport 'Times,' suh? Ah, thank you, suh. A very lovely city Shreveport, suh. Not as extensive as your own, of course; but very homelike, suh, very homelike, indeed.'

"The Middle-Westerner is matter of fact; he knows that he comes from the most important section of the United States—but in minor matters he gives his vanity the benefit of the doubt. He writes 'Chicago' on the hotel register—though his home is in Wheaton, thirty miles out. He asks the information man in the depot about trains to Cleveland—never for Wellington. And he buys the Chicago 'Tribune' when what he really wants is the South Bend 'Tribune.' He's friendly and self-confident and believes that the Lord is on his side. But the Texan! Compared with the Texan, the average Middle-Westerner just doesn't know what the home-town feeling is.

"'Got any Texas papers, mister?' His voice booms big, and you're lucky if you escape a neighborly slap that will make your shoulder sore the rest of the day.

"'What town?' you ask.

"'Forth Worth, the best little old town in the United States! Ever been to Fort Worth, mister? No? I'm telling you then that you just don't know what living is. Talk about good-looking girls! And movies! Say, mister! we've got a movie theatre with a pipe organ. . . Never been to Fort Worth! Well, think of that! Here's my card; you just ask for me when you come—everybody knows me.'

"Dallas, too, is a proud little city. Houston and Galveston and El Paso and Beaumont and San Antonio all admit modestly that there is much to be said in their behalf. But when it comes to complete and unadulterated self-satisfaction I believe that Fort Worth, Texas, has them all lashed to the mast.

"San Diego comes second, I should say. I have nothing but the friendliest feelings for that city; it has sent many good customers my way; but I do wish that rain would fall upon it just once before I die. There never is a rainy day in New York but that some enthusiastic San Diegoan (or perhaps I should say San Diegoite) comes along and tells me about the wonderful climate and how, when the Almighty looked at the world and pronounced it good, his eyes were focused on San Diego's city hall.

"You said at the beginning that mine is a curious business," Mr. Schultz continued; "but it never strikes me that way. Wherever there is a human need or a human instinct a business is bound to develop. And my business is built on the fact that people *will* go back, in imagination at least, to their own home towns.

"Some months ago a detective from police headquarters called me aside.

"'Do you sell Hartford papers?' he asked; and when I said yes, he told me that the son of a rich man in that city had taken it into his head

to light out for New York, and that his father had asked the police to get on his trail.

"Of course it's only a chance," the detective said, "but he might show up here at your stand."

"No chance about it," I answered. "Leave a description of him with me. If he's in New York, *he'll show up.*"

"Sure enough, a couple of days later a homesick-looking youngster asked me for a copy of the Hartford 'Courant.'"

"They're looking for you back in Hartford, my lad," I said to him. "Your dad is worried and your mother is sick for fear something has happened to you."

"That was all I needed to say. His eyes filled with tears, and when the detective came up all the lad wanted to know was how quick he could get a train for home."

"Of course it isn't entirely for home-town news that people come to our stands. We have a very dependable trade from business men who want to keep track of developments in one state or another. We can tell, for instance, when a new oil boom has broken loose by the demand for Oklahoma and Texas and Wyoming papers; and there are gentlemen who wear spats and who never saw a farm in their lives, but who read the news from the corn belt more eagerly than the farmers themselves. A cent a bushel one way or the other may mean five or ten thousand dollars to them."

"There is an old saying that 'home is where the heart is,' and we've discovered that no matter how much battering the heart may have received, the owner of it still has a good deal of curiosity about the batterer."

"Got a Reno paper?" a well-dressed young man will ask; and frequently he'll open it and ease his mind right here on the corner of Forty-second Street."

"What do you think of that!" he'll exclaim. "What do you think of that wife of mine? Here's her name in the story of a masquerade at Reno. And a year ago she said that if anything ever separated us she'd die."

"Or it may be a woman who wants the news from Reno; a flashily dressed young woman perhaps; or an older woman, subdued, half-embarrassed, and showing that she's had trouble. You hear a lot of talk these days about divorce being easy and all that sort of thing, but it's always a good deal of a wrench, I guess. I've seen hard-boiled-looking men open the Reno paper and flush and bite hard on their cigars, and turn away with what looked suspiciously like moisture in their eyes. And more than one woman, who is outwardly only too relieved to be rid of the man she once loved, has crumpled up the Reno 'Gazette' in her hands and cried right here, regardless of who might be passing."

"We have another sort of customers, who come and go but make up a pretty steady demand in the total. Did it ever occur to you that chorus girls have mothers and fathers? Well, they have, just the same as other

folks. It's always a mystery to me where the managers find so many pretty girls every year. I imagine they flock to New York from little towns all over the land; but a lot of them apparently grow up right here. At any rate, every autumn a new set of middle-aged women and men come up to the stand and begin buying Cincinnati and Cleveland and Louisville and St. Louis and Omaha papers, following the road companies from town to town. Sometimes a bluff, big-voiced man will brush up and say:

"Give me the Des Moines 'Register,' mister; my girl Elsie is in a show out there, and I'm here to tell you that she has Elsie Janis backed off the map."

"Usually they say nothing, however—just take the paper and walk away; sometimes looking sort of proud, sometimes a little worried, as though the letters hadn't been coming as regularly as they should. And without asking them any questions I can guess pretty well why they bought a Cincinnati 'Times-Star' last week, and are buying the Louisville 'Courier-Journal' this week, and what paper they will want next week and the week after that. And I know that out in Louisville there's a girl who is just one more girl in the chorus to the audience—just 'that blond in the front row,' or that 'cute little one, third from the end.' But to a mother and father somewhere up in the Bronx she is the most beautiful and wonderful girl in the world; and the stars in their courses move out of their way to follow her around the circuit and shine over the theatre where she plays.

"It would surprise you to know how many folks there are in New York who are waiting around hopefully for someone to die. A man who claimed to know the facts told me once that Riverside Drive has any number of folks who haven't paid rent for their apartments for years; the landlords don't push them, knowing that sooner or later the rich uncle or aunt will die and they will be able to pay up all they owe. It doesn't sound quite reasonable, knowing New York landlords as we do; but I get plenty of evidence right here that the folks in town who have 'expectations' would make a pretty good-sized town by themselves.

"Give me a Davenport 'Times,'" a chap will ask, and when he has glanced at it he'll exclaim, 'Well, it's wonderful how the old man holds on.'

"A pretty sad business, one would say, waiting around idle for some hard-working old gentleman or lady to die. But it's one of the things that contributes its quota to the trade of selling out-of-town papers in this big complex town.

"Then we have the mystery folks. How many stories could be written if one only knew just why they buy the papers they do! A woman came once, a good-looking woman of thirty, perhaps, with a frank smile and a pleasant voice.

"Do you have the Uniontown 'Herald'?" she asked.

"I told her I was sorry I did not.

"Could you get it for me?"

"‘It wouldn’t pay you,’ I answered. ‘You can subscribe for it direct and have it delivered to your home.’

"‘But I don’t want to subscribe,’ she objected. ‘There are very special reasons why I don’t care to have anyone in Uniontown know where I am.’

"She was so insistent that I took the money finally and had the paper sent to me here. For several weeks she called regularly every evening at about eight o’clock. Then one night she opened the paper, caught some item on the front page, gave a quick little gasp and hurried away. I have never seen her again.

"What was the item that she had been waiting for? Why wouldn’t she let them know, back in Uniontown, where she was? What sort of emotion was concealed in that single gasp? Was it astonishment, or fear, or pain, or relief? Had her sweetheart married another woman? Had someone died and left her rich?

"But the boys and girls *do* confide in us. Poor, lonesome, homesick youngsters, New York must have thousands of them. They have started out in the full flush of their youthful enthusiasm, expecting to conquer the world. Back home in the little towns and villages they left behind, their friends and neighbors imagine them feasting at the Biltmore and riding in limousines, and seeing all the new shows from the front-row seats. When, as a matter of fact, *their* Biltmore is one room in Harlem or Brooklyn or Newark; they see only the tops of the actors’ heads from seats up under the theatre roof; and they would leave New York in a minute and slip back home if it wasn’t for their pride.

"But pride holds them to their contract; they have announced that they were going to tie the world up in a neat bundle and bring it home; and so they stick on in the big, lonesome town. Sometimes they *do* win, and go back in big red cars to surprise the old folks. More often they don’t win, but just stay on and become part of the great unknown mass that is New York. All we know is that after a time they don’t come around for the home paper any more.

"You don’t see many old people in New York; have you ever noticed that? Every year a new crop of youngsters comes in to take their try at conquering the town; and New York swallows them up. Go to the baseball game or the theatre, ride in the elevators of office buildings, or watch the automobiles and *youth* is everywhere.

"But New Yorkers do grow old as well as other folks. Moreover, there is a big, quiet, hidden population here of folks who grew old elsewhere and came to New York to spend their last years. It is that sort of old people whom we see oftenest buying their home-town papers at our stands.

"Sometimes it’s an old lady in black, alone; sometimes a courteous old gentleman with whiskers and a cane; often the old man and the old lady together. They have sold the farm and taken the proceeds and come down to enjoy themselves for a few years in the big town of which they have

dreamed; but while their feet are on Broadway, their hearts are back on Main Street, perhaps a thousand miles away.

"They want to know how Joe is getting on with the business; and how the folks like the new Baptist preacher; whether it is really true that the Millers have remodeled their house; and whether the dentist is going to marry the milliner. They write glowing letters to their sons and daughters and send the grandchildren gifts from the toy shops. Back in the home town folks say: 'Isn't it wonderful that the Higginses can have such a good time when they have worked so hard all their lives!' And the Higginses say: 'Isn't it wonderful that we can have such a good time!' and they go on having it with all their feeble old might. But the best part of their good time comes in the evening, when they put on their slippers, settle down, and open the little old paper from home."

I quoted to Mr. Schultz Stevenson's famous line, that any town is good enough to spend a lifetime in, but no town is good enough to spend two or three days in.

"I know what he meant," Mr. Schultz replied. "We see illustrations of that here right along. Every day, almost, some young chap comes and buys his paper and tells us about his home town. New York is a cold, heartless, mercenary, godless place; nobody cares whether you live or die; if you dropped dead in the street they would just step over your body and grumble because the police or the street-cleaning department didn't take you away. That's the way they talk when they first come around, and they want you to understand that they wouldn't stay here, no sir, not if John D. Rockefeller would promise to leave them every cent he owns. They are going back to God's country where they call each other 'Joe' and 'Bill,' and money is used for getting a little happiness out of life, not just for waiters' and hat-boys' tips.

"Oh, we know that conversation very well; we have heard it so many times. And we understand what will happen along about Christmas time. They will take their savings and slip away. And they'll find that 'back home' isn't quite what it was. There aren't as many lights on Main Street as there used to be; and things are very quiet at night; and the neighborhood gossip seems awfully petty and small.

"After New Year's the young man comes back and buys the home-town paper again, just to be sure that the editor didn't forget to print the news that he left for New York again. Perhaps he continues to buy it for a couple of weeks, but we don't hear anything more about what a terrible place New York is, nor how much happier folks are in Cedar Grove or back in good old Kankakee. And when that happens we know very well that we've lost another customer and that one more 'typical New Yorker' has been born.

"Of course it doesn't always happen that way," Mr. Schultz concluded. "There are some New Yorkers who have spent a lifetime here without

ever giving their hearts to New York. They're just pilgrims in a foreign land: Attica, or Holbrook, or Valley Falls is their home. If you will step around to my stand some day at five minutes after eleven, I will show you a man who has come every morning at exactly that hour and bought the St. Joseph 'News-Press' *for fourteen years*. He is successful, as New Yorkers go. He has his own business, his home, and his car; but all the wiles of New York have left his affections unscathed. He makes his living here, but he really lives in St. Joe."

I kept thinking of that St. Joe man as I left Mr. Schultz and started toward the subway and home; and about this curious attachment of us humans to the old home town. Some of us are gripped by it more strongly than others, I said to myself, and as for me, I said, I am afraid it's pretty well gone. I have lived down here ten years and I guess that I'm about cured of any attachment to any other town.

When I reached home it was late in the afternoon, and I went up to my study and turned on the light. Two papers lay on my desk—the New York "Evening Post's" big Saturday-night edition, with gravure pictures and special book sections and heaven knows what; and a little paper of eight small sheets, half of them filled with "boiler plate." I called my youngster and handed him the "Evening Post." "Take this to your mother, my son," I said. Then I lighted my pipe and, drawing up a chair, opened the Foxboro "Reporter."

§ 8

THE SITUATION STORY

Premise and conclusions. The situation story is somewhat hazy of definition but of very definite content. It relates to that sort of narrative based on a succession of small telltale events—perhaps somewhat scattered in time and place—from which a reporter may build a certain surmise that may be printed as news, once it is confirmed by a person in authority. To secure such a story requires intelligent, resourceful piecing together of facts, a wide and intimate knowledge not only of the persons involved in the situation but also of history, economics, politics, government, and the like, records of the past so necessary to present-day understanding and conjecture. Armed with such information the astute reporter is enabled to discover and write stories that escape his less thoughtful competitor.

For example, let us say that the mayor of a city has appointed a former minister at a high salary as the head of a department of law enforcement. Hitherto the mayor had not been noted for his

zeal in curbing crime and vice. He had been a shrewd politician and was eager to capture the good will of the better class of citizens through promises of cleaning up the town. The activities of the newly appointed ministerial law enforcer were duly recorded in the newspapers, as were also his references to his honor, the mayor. As weeks went by it became increasingly evident that moral reform was as far distant as ever; in short, that the law enforcer had good intentions but was unable to put them into operation. It was apparent that the situation was intolerable, so that the announcement of the final ruction and subsequent resignation of the law enforcer was not unexpected. It is this sort of "spot" news that earns a place on the first page of every enterprising newspaper. In nearly every instance it may be sensed in advance, once conditions are thoroughly understood.

Situation stories are developed by the machinery of political parties, religious and philanthropic organizations, city councils, municipal officers, parliaments of nations; they wait only the close study of newspapermen not content with surface indications of peace and calm, but on the watch for sudden news upheavals.

Perhaps the attached story from the *Chicago Tribune* may be considered typical:

BY ARTHUR EVANS

America's iron and steel industry is trailing far in the rear of the rest of the manufacturing world in cutting loose from the twelve hour day.

All the important steel producing nations of Europe are now on either a three shift day or an eight hour day, or both—most of them went to the shorter working day right after the armistice. The fact tends to knock the props from under one chief argument raised against the three shift day in America, that of additional cost.

Producers have trotted out heretofore the idea that to cut the hours in the continuous process plants to a shorter basis, although fine from the humanitarian point of view and that of citizenship, would tack so much in dollars and cents on the cost of making steel that competition against foreign mills in the world's market would be knocked galley west.

SAME PROPORTION FOR BOTH

The foreign producers, however, since the reduction of the working day also have experienced an increase in labor costs due to the three shift system. Thus if the steel industry in America eliminated the twelve hour day it would simply climb aboard on the same basis as outside nations, so far as the factor of extra cost and its effect on competition for markets are concerned.

An inquiry recently made through the international labor office at Geneva, Switzerland, indicates that the three shift day has increased the number of steel and iron workers by 30 to 50 per cent. The steel trade in the United States has generally figured that to install three shifts in continuous processes would entail employment of 75,000 to 150,000 more workers than under the long day.

President Harding in asking the elimination of the twelve hour shift set forth that on account of the volume of unemployment now is the easiest time to put in three shifts—advocates of the shorter day ever since the slump started have been urging upon the industry that the period of scarce jobs offered unusual opportunities to introduce the new system and to get it established before all industries climb into high again.

MANY NATIONS ON NEW BASIS

Belgium, Austria, Czecho-Slovakia, Finland, Germany, Great Britain, Italy, Jugo-Slavia, Poland, Roumania, Spain, Sweden and Switzerland all are now on a basis of eight hours or three shifts. So the international labor office report shows.

In Great Britain the three shift movement was started twenty-five years ago; ten years ago it was well intrenched in the steel and tin plate mills of Wales and the blast furnaces in the north of England. Early in 1919 it was the accepted practice throughout the steel industry of Britain.

In Belgium employers and workers by agreement put in the three shift system at the beginning of 1920. In France a law early in 1919 established the principle of the eight hour day. Austria displaced the two shift system

by the three shift by an act effective in January, 1919, on an appeal by the workers immediately after the revolution. Finland introduced the three shift system in 1918—it had an eight hour day law which went into effect in November, 1918.

The reports show in Germany three shifts have been the practice since the end of 1918 in all plants in which uninterrupted work is necessary. Italy put the three shift system into processes of continuous character in 1919 and 1920, due chiefly to the activity of workers' organizations, while the three shift system was established in Jugo-Slavia in January, 1919, at the instance of workers' organizations and is now required by law. Poland introduced the three shift system right after the armistice.

§ 9

THE INTERVIEW

Interviewing a difficult art. Nearly all news-gathering is essentially interviewing; indeed, very few important items can be secured without asking someone a series of questions. The interview proper, however, is a different thing. It is the most subtle, the most fascinating of all kinds of news-gathering—and the most difficult. It demands skill, tact, intelligence, and experience on the part of those who would win success and recognition. It is one of the few forms of news story for which the profession has retained a special name.

An interview, as defined by a newspaperman, is an expression of opinion, secured from a person of immediate prominence or established authority, upon a subject in which the public is interested. Such a definition naturally excludes that form of interview which some public officials hold with themselves periodically, utterances which are typed off and supplied by their publicity agents to the press. Nor is it meant to include the printed statement which follows a prearranged visit of a delegation of newspapermen to the office of the president of the United States, who then proceeds to outline a policy he has previously decided to divulge, or submits to the correspondents' questions with the understanding that many of his answers are not to be quoted in the

newspapers. True, such reports are technically interviews and, as printed, give little indication of the methods by which they were secured.

The real interview, however, is one that matches the skill of the reporter against the adroitness of a man who either has nothing to say or has something to conceal. Such an interview becomes significant because a single newspaperman manages under adverse circumstances to extract significant information from an unwilling agent. Thus, when a politician is induced to express his mind fluently and pertinently, or a committeeman comes out in indorsement of a candidate, such news constitutes a genuine interview.

Securing an audience. The first real difficulty that confronts the interviewer is in finding the man. The matter is simplified when the reporter discovers the presence of a notable personage from the scanning of a hotel register, or is informed of his presence through a brief news mention in another newspaper. All that remains is to send up a card and await the granting of an interview; or, better still, waylay the man.

In case the whereabouts of a distinguished visitor is unknown, either to the city editor or to the reporter, the task becomes more complex. Often a man is expected to arrive sometime within the afternoon or evening. The reporter must meet all trains and keep his eyes open. Probably the celebrity has only a few minutes to get a lunch and make railroad connections. Every minute of the time must be improved by the interviewer in skillful questioning. Here direct interrogations on vital topics will be found more advantageous than aimless commonplaces. Many of the best interviews have been secured under such pressure. Often a reporter learns that an important personage is in town at about the moment he is ready to leave. All the resources of quick thinking and prompt action are then called into play.

Occasionally it may happen that a man must be called out of bed or summoned from a social gathering to meet a reporter. To approach him under such circumstances requires diplomacy and resourcefulness. When a reporter can be introduced to his man by a mutual acquaintance he will usually find that the way has been opened for him. If he can change the situation and become the host himself, the interviewer will generally find himself on

superior ground. Few prominent visitors, however, escape the watchful eyes of trained interviewers, who generally do their questioning in a body.

Knowing the man and his interests. Once the man or woman has been found, the hope of success depends largely upon the personality and intelligence of the interviewer. Certain demands are placed upon him if he would secure the information he seeks. Whatever will add to his sense of ease and comfort is a desirable prerequisite for a successful interview; not infrequently it may be the matter of his own attire. The successful interviewer must be a person of more than usual address, with a certain *savoir-faire* which will put him on a plane of social equality with whomsoever he may meet. He must be courteous, respectful, and not disposed to argue or to dispute. Often he must display great deference; many more times he must lead the way and probe deeply for his facts. In a word, the interviewer must be mentally alert, laden with information and questions, and ready to match his intellect against another. He should remember that the particular thing he is trying to find out may be the very thing his subject wishes to keep secret.

It is highly desirable that a reporter commissioned to interview any man on his favorite theme should have a general idea of the career and work of the person to be questioned, in order that he may put intelligent queries and that he may receive understandingly what is told him without requiring too minute an explanation. Many persons are apt to be annoyed if asked to explain many of the technical terms in which it comes natural for them to couch their ideas; these technical terms are almost wholly unsuited to the printed article, and if the reporter cannot translate them into clear English out of his own knowledge, he must get that knowledge from his subject.

The wise interviewer will inform himself on the facts woven around the career of the man to be interviewed. This desired information may usually be secured in the newspaper library or by inspection of "Who's Who," a volume found in every reputable newspaper shop. When he has the data of a man's life and interests well in mind, it will be much easier to start a conversation and to secure from him the opinion sought.

If the reporter bent on an interview knows exactly the thing he wants to have said, his campaign is further simplified. Often, however, he will have to trust to the trend of the talk to develop a point of leading interest. City editors have an idea that every time a national celebrity comes to town he ought to make good copy, and so the interviewer is often sent on a mission with no other instructions than to "get a story." Knowing the thing sought does not, however, always make it easier to get such information. The reporter may frame his questions ever so shrewdly, lead up to them ever so adroitly, and still receive an evasive answer in each case. There is always a certain risk in a point-blank question, answerable by "yes" or "no." An audience gained with difficulty may thus be suddenly terminated. If it is prolonged, the person interviewed may give some expression that will clearly indicate his trend of thought. Interviewing is difficult precisely because of this fact: that most persons worth interviewing have trained minds and are skillful in evading a point or in framing an equivocal answer. The reporter will find it wise always to pay the strictest attention to every word uttered by his subject and to appear interested. This is perhaps not as easy as it may seem; for while the reporter is listening to an answer which is not what he wants, he must be framing a question whereby he may make contact with the topic he wishes discussed. It often happens when the reporter has asked a leading question that he receives an answer that is both irrelevant and trivial. If he is wise, the scribe will take the hint, but need not be discouraged. Allow the person interviewed to take his own course and respect his personality.

A careful scrutiny of the subject's face is usually helpful, although often it must be covertly made. It enables the reporter to determine whether his vis-à-vis is saying something conned by rote, whether he is talking merely to make talk, or whether he is voicing his inmost convictions. Look your man straight in the eye, particularly when asking a question. It shows your own earnestness, and often the light that comes or goes in his face is more illuminating than the verbal answer returned.

Methods of approach. Three kinds of people are encountered by the interviewer; namely, those who refuse to say anything, those who are willing to talk, and those who are not conscious of having

any opinions at all. Each must be handled in a different way. The reporter must adopt a method born of an intimate understanding of human nature. In one instance he will be sympathetic and interested, melting the person interviewed into a flow of conversation; in another instance he must ask direct questions; in still another emergency he must suggest opinions or gain a man's sanction for a printed statement. He should always take for granted that the man is ready to say something for publication. If the interviewer begins with "Mr. Blank, may I quote you on this?" he is apt to meet with immediate defeat.

If a prominent person has a hobby, a mission, or a fad, it is usually safe to start the talk on his favorite topic, and from that to work to other fields. A well-considered interview on the chinch bug given by an acknowledged entomologist is more important than that same man's expressed views on the tariff or the social evil. He is an authority on insect life, while on other subjects he is apt to be profoundly ignorant, and his reactions are therefore without value.

The interviewer should bear constantly in mind that most people are more interested in themselves and in their work than in anything else. A request for the photograph of a society leader, with some comment on the artistic qualities of the picture, will often warm her into a gracious mood. Almost every person has some spark of vanity that the reporter should look for and utilize. Flattery will annoy people of modest demeanor and will be quickly sensed by the more intelligent.

The reporter's method of approach must never be inconsistent with personal dignity and self-respect. As another error it is interesting to cite an experience in which two young women undertook to interview a famous soprano who had come to a city to sing at a concert. The two found the singer at a down-town hotel and were cordially received. Neither of the interviewers had a clear idea of what was wanted, so the interview began with the conventional questions: "How do you like Columbus?" "Is this your first visit to the Middle West?" The singer was gracious, but proffered nothing printable. A more experienced interviewer—a man—sought the singer some time later and took another method of approach. He began by asking her how she first discovered that

she had a voice, who taught her voice culture, where she first appeared in public. By this time the singer was talking freely about herself and her art; further questions were unnecessary. As a result a readable interview was secured.

Courtesy toward the interviewed. A courtesy which any reporter will do well to grant his subject is to ask him, at the conclusion of any interview, if he has anything further he would like to include or develop. When anyone has been considerate enough to talk for publication, it is due him that his ideas be plainly, clearly, and truthfully presented. This may often necessitate the reporter's chronicling things with which he does not agree, but he must accord his subject the same freedom of conviction which he enjoys himself, and not seek to color the utterances of another by opinions of his own. In interviews on political, religious, and social philosophy this phase is certain to present itself.

The inquiring reporter. The interview is frequently valuable as establishing a consensus of opinion, and by its aid the newspaper often performs noteworthy public service. When any important or trivial question agitates the public mind, a few well-directed interviews with average citizens or acknowledged authorities will often serve to bring a variety of pointed and interesting reactions. The Inquiring Reporter, as one newspaper styles one of its popular daily features, who is called upon to gather such interviews, is often equipped with a camera by which he is able to supplement these thumb-nail interviews with small pictures of each person he quizzes.

Blind interviews. Diplomats, congressmen, members of the cabinet, men close to the councils of the nation, furnish the most difficult problems for reporters to solve. They have many ways of avoiding the direct answers that reporters long to capture. Men of this class (also lawyers trained in keeping confidences) will often consent to release important information or opinions if their names are withheld. While the value of any information, and particularly of an interview, is cut in half without its source being made known, still the story may be of such value that the reporter will honor this request on the homely theory that half a loaf is better than none. The resourceful writer will find many ways to indicate that what he writes is authoritative, even though he does

not use the man's name. Such interviews are often called "blind" interviews. The best example is correspondence emanating from Washington, quoting "men high in official circles."

Requirements for interviewing. A retentive memory, a feeling for apt phrases, a broad and general culture, a pleasant and engaging presence, a quick perception of news values in even chance remarks, and an ability to think, listen, and talk almost simultaneously are the necessary attributes of one who is to do interviewing. He must, moreover, be able to sense the fact whether he is being told the truth or a falsehood. People of prominence can seldom afford to deceive when they know that they are being quoted in print, but there are cases where a bit of deceit will serve the purpose of the subject better than the truth, particularly if he be someone suspected of wrongdoing.

All sorts of persons are subjects for interviews, and all sorts of information is sought in interviews, so that only the broadest principles can govern. Reporters in interviews have often received confessions of guilt which were afterward used with telling effect in courts of law. Such information, naturally, is not given voluntarily, but is brought out by astute questioning, just as a lawyer would do in cross examination. No field of newspaper work possesses more interest or is more broadening and educational. The work tests a man at every turn and requires of him that he be all a man.

Arthur Conan Doyle and spiritualism. In writing the interview it is customary to throw the entire subject into the form of a discourse. The exact language of the speaker should be utilized as far as possible; the reporter should avoid repetition and redundancy, and couch all expressions in dignified, simple English. Occasionally it makes good reading to reproduce some of the questions by which the reporter developed certain facts. This process, however, is frowned upon by many newspapers. The reporter will also use his own sense of proportion and of sequence, as many times the most important thing in a conversation does not develop until toward the end, and he will naturally place it in his introduction, explaining in the body of his narrative how the remark came to be made. Again, speakers will often revert to a certain phase of a subject and elaborate or explain it. Manifestly all these ex-

planations should be kept together—they are modifiers of the central subject. In some instances the interview may be considered so good as to win the author's by-line. It is really a form of interpretative writing.

The accompanying well-handled interview is centered in the opinions of Sir Arthur Conan Doyle, a distinguished English physician and the creator of Sherlock Holmes, who strongly affirms his belief in spiritualism as the "greatest religion ever known." Note the interviewer's use of striking quotation in the introductory sentence, the revelation of character through speech and action, the little enlightening touches and news facts that enliven the report, the quality of authenticity that characterizes every paragraph. The fame of Conan Doyle, added to the curiosity naturally aroused by the discussion of life after death, gives the interview a large zone of interest.

NEW YORK—[By Associated Press]—Sir Arthur Conan Doyle, creator of the materialistic Sherlock Holmes, but now a sincere believer in things spiritual, arrived here last night to "raid" America.

"I propose to make a raid on American skepticism," he said, in explaining the purpose of his proposed lecture tour. "I propose to raid church and laity alike."

Stepping onto American shores from the White Star liner Baltic for the first time in seven years, the distinguished author admitted that the memory and reputation of the master detective still surround him, but asserted that he had been definitely and enthusiastically graduated from material to spiritual things.

But the atmosphere of materialism was present as Sir Arthur, his wife and his three children arrived. For the creator of Sherlock Holmes was met at quarantine by a man equally famous in the world of detectives, William J. Burns, chief of the bureau of investigation of the department of justice.

PRAISE FOR SPIRITUALISM

"Spiritualism today," said Sir Arthur after he had greeted the American detective, "is nothing but religion. It is a greater religion than anything we have ever known. Fifty years from today this world is going to be a spirit-

ual world, in which leaders of thought are going to laugh at our puny attempts to fathom the future.

"Spiritualism teaches a definite knowledge of the life after so-called death. It teaches us not to fear death and that the passing of heart beats is merely a promotion.

"You see, a so-called dead man goes to a happier plane. There is no crime, no sordidness and it is many, many times happier. You always have a difficult task proving to a man on that plane that he, not you, is really dead.

"But suppose a man passes who has been something of an unsavory individual here. Does he go to hell? No, he goes to a sort of hospital. That is a gray and a very unhappy, unpleasant sort of place. He must remain there, however, until his own voluntary acts show him fit for the other plane. It is simple and beautiful. But it is not materialistic."

SEEKS NO PERSONAL PROFIT

That is what Sir Arthur is going to teach here. His lecture tour, or raid, is not for money, he claims. Whatever he gets goes to the cause, altho he admits he probably will take it away from the United States, because we "already have all the money in the world."

Sir Arthur declared that the church of England is adopting most of the tenets of spiritualism, altho it cannot admit it. He said churchmen the world over are leaning that way in their services because "there is nothing else they can do and be truthful."

Sir Arthur does not believe in so-called mediums, who use silver or glass globes, and cards of various descriptions, weirdly moving tables, characterizing such things as "fakes." Spiritualism isn't that. Spiritualism, he explained, is the truth of philosophy and religion combined which cannot be escaped.

SPEAKS WITH DEAD SON

"I have many times spoken with my son, Kingsley Conan Doyle," he continued, "but that is not strange. I wanted to talk to him, he wanted to talk to me. We talked. Kingsley isn't dead—and it is interesting to note that from such seances the truth about the after life is becoming more and more apparent.

"Why," said Sir Arthur, "I went to church three times a week when I was a child. It became a sort of nausea with me. I became a materialist of the worst kind. So I shall allow my children to make their own lives. And they will be the more ardent spiritualists because I do it."

Sir Arthur calls himself a theist, a believer of an infinite, omnipotent, omniscient God.

"I am surer of what I will find in the next existence," he said, "than I would be if I were carried to the middle of Africa or of Asia and set down there. We have the most minute details of the other world. The change in the spirit is gradual for a period. Those who have developed spiritually on this earth are further advanced in the next existence."

EXTOLS PSYCHIC MOVEMENT

Sir Arthur summoned up his argument as follows:

"That making every allowance for fraud, which has been greatly exaggerated, and for self-deception, which is far more common, there remains a great residuum of proved fact, which makes this psychic movement the most serious attempt ever made to place religion upon a basis of definite proof, which is what all earnest minds must desire. It is the one great, final antidote to materialism, which is the cause of most of our recent world troubles."

The Doyles will be in America three months. They will visit Philadelphia, Boston, Washington, St. Louis, Chicago and, possibly, other cities. Sir Arthur does not intend to seek to organize spiritualism in this country, he said, but merely to explain it.

PRACTICE ASSIGNMENTS

REPORTS BASED ON COMPARATIVE STUDY OF NEWSPAPERS

The reading of textbooks on newspaper technique, in connection with classroom recitation, may be given added point and value by assigned investigations among newspapers themselves. Here precept may be tested by actual practice, and the inquiring sense of the student put to work. Various problems may be indicated, and

conclusions drawn after thorough analysis of journalistic materials, methods, and policies.

In the Medill School of Journalism these reports, each five hundred words in length, are assigned students every week. The reports are deposited in a copy box each Friday afternoon, and graded and returned by the instructor. Each report is based on some phase of news writing or news gathering stressed in the classroom during the week, and is intended to fit into a general program of comparative studies extending throughout the year.

The following specifications for reports have proved stimulating, and may be utilized by instructors directing the course in reporting.

I. THE ENGLISH OF NEWSPAPERS

Compare three copies each of the *Chicago Tribune* and the Boston *Evening Transcript* (other papers may be substituted if these are not available in the journalism reading-room), paying special attention to the English employed by these newspapers.

Give your findings on the prevailing type of sentence, the use of slang and "bromides," the percentage of colloquial expressions, the length of sentences and paragraphs, verbal effectiveness in reciting the story briefly, accurately, and clearly. Set down telling words and phrases, and explain the meaning of the term Newspaper English, if you think there is justification for using such a term.

Use pertinent examples wherever possible.

Fold the report so that it will open as a book opens, indicating your name, the date, and report number on the outside of the manuscript.

II. TELLING THE NEWS

Read the *Chicago Evening Post* and *Chicago Daily News*¹ local stories for one week, particularly with reference to news style.

Do you find the stories easy to read, concise, impersonal?

Are the stories written in news expository style in the third person?

¹For the sake of definiteness particular newspapers are assigned for these reports. The instructor may substitute others from the local field. There is a certain advantage, however, in studying papers from different sections of the country.

Are the stories clear and direct?

Do you find any well-wrought stories; if so, quote from them to prove your point.

Are the stories handled in an original manner?

Do you think that the reporter made all that was possible out of his story?

III. MAKING THE SMALL-TOWN PAPER PERSONAL

Examine small-town papers with the following questions in mind:

How is the personal item and small news story handled?

Are the items readable?

Has the editor missed the feature?

Do you think the editor could cover personal news more completely?

Wherein does the country paper make use of the "psychology of gossip"?

Rewrite some of the personals, showing how they could be improved. This can be done as part of your report.

IV. SUDDEN OCCURRENCES

Study stories of sudden occurrences in papers of the Atlantic and Pacific coast, noticing how they are constructed and where emphasis is placed. Use examples from two or three papers, such as the *Portland Oregonian*, *San Francisco Chronicle*, *New York Times*, *New York Sun*, *New York Globe*, *New York Tribune*, *Christian Science Monitor*, and *Springfield (Mass.) Republican*.

What is emphasized in the lead? Is the lead well constructed? Is it swift in conveying the news to the busy reader?

Where did the information of the accident or occurrence originate, as far as you can tell? Where might it have originated?

Is the story written from the standpoint of constructive journalism? Does it show the reader how he might avoid such an accident? Is this done without editorializing?

Is sympathy created for the victims?

Are heroic acts of firemen, policemen, or others noted? Do you think that heroic acts ought to be commended?

Do the stories stir the city or government officials to action? Are investigations growing out of these sudden occurrences?

Do any of these stories by their vividness, good taste, language, emotional quality, descriptive quality, or picture of action deserve places in newspaper memories, as examples of journalism which may be regarded as the "little sisters of literature"?

V. COMPRESSION

Confining your criticism to local rather than telegraph stories, investigate methods of compression in the newspapers of the day. Choose examples illustrating compression, or rewrite stories to show how the essential facts might be stated without the use of unessentials.

What rhetorical methods of compression may be used? How does the newspaperman place a number of facts in a single sentence without undue crowding?

How may reference words be used to make facts clear and concise?

Can appositives be used effectively in compression? relative clauses? parallel construction? How?

VI. GROUPING OF LEAD MATERIALS

Make a study of newspaper leads, noticing in particular how important words or phrases are massed into distinctive position. Endeavor to find leads that illustrate different features, such as time, place, person, cause, result, or significant circumstance.

Grammatically the leads feature different constructions. For example, the lead might start with a simple statement, a prepositional phrase, an infinitive phrase, a conditional clause, an absolute construction, or a series of simple statements. Using the same facts show how they might be marshaled with different grammatical beginnings.

The lead advertises the story much the same as the headline, but the lead is the intermediate step between the attention-getting quality of the headline and the clinching quality of the good ad. Do your leads effectively advertise your stories?

The lead is usually built around the six W's: *What, Who, When, Where, Why, and How* (inverted *W*). Analyze leads taken from various newspapers, pointing out the what, who, why, etc., thus:

John Smith (who), a building contractor, 793 Sprague avenue (where), was struck by an Illinois Central suburban express at Sixty-fourth street (where) near Jackson Park, when he was trying to catch his \$10,000 bull terrier (how) early this morning (when).

VII. TYPES OF APPEAL

Make a comparison of the New York *Evening Journal* and the New York *Times*, paying special attention to the difference of appeal in these two publications. Which has the idea, apparently, that the public has to be "jazzed up"? Which, that the newspaper is a record of the events of the last twenty-four hours?

Note the differences in newspaper usages of English. Which paper is more dignified? more colorful? more ethical? Which paper is more free from bad newspaper usages not sanctioned by stylebook writers?

Note the number of stories on the front pages of these papers both as to number and emotional appeal. Are these two papers justified in appealing to different kinds of readers?

VIII. THE OBITUARY

Find in a country paper an obituary, an overwritten one if possible, and rewrite it as you think it should be written for a daily in a town of from seven to ten thousand population. Put into your rewrite something of the friendliness that should characterize the community newspaper. Give special attention to news value and interesting presentation, as well as the formation of an effective lead.

IX. THE INTERVIEW

The interview is one of the principal means of gathering news, requiring adequate preparation, tact, courtesy, repartee, as well as keen insight in order to direct the questions and glean the nub of the news. The reporter ought to be prepared for whatever type of person he meets.

Select some man or woman, make an appointment if necessary, and interview this person on some topic of your own choosing. The topic may be a hypothetical question or some subject of particular interest to the person interviewed. Be sure that it has news value. Be prepared to ask intelligent questions.

In your report tell how you prepared for the interview, what questions you asked, what difficulties you found, how you overcame them, whether you used a notebook (not advisable), and then give separately the interview.

X. THE WIRE STORY

Find in the Chicago *Tribune* some "first" story which you think the Los Angeles *Times* might want in addition to the Associated Press report. Clip the story, write a query to the editor of the *Times* concerning a follow-up, write a compact story, with any possible news features, to be filed for a special wire to the *Times*. Hold down the length of this wire story, which is a special form of rewrite or follow story. Remember the angle of the story that affects the Far West, and particularly southern California, and play it for full value.

XI. REWRITE AND FOLLOW-UP STORIES

Select stories from the daily papers which illustrate the methods and treatment of rewrite and follow-up stories. Using morning and afternoon papers in their several editions, show how rewrites are developed from the morning for the afternoon papers and from the afternoon for the morning papers. Show how follow-ups are handled.

Using clippings as examples, tell what new features or what new development of the news has been presented. It may be some feature entirely overlooked by the writer of the first story, some element not given prominence in the first story, the next probable consequence or development, some cause or motive not suggested or emphasized in the first story, the relation of the piece of news to some previous or coincident one. When new facts are available they may be played as features, but the original and most essential facts must be presented so as to identify the story completely.

XII. CRIME

Make a study of the methods of handling crime news in Chicago or any other metropolis. Choose two newspapers which obviously have different policies and compare their treatment of some crime story, with the following questions in mind:

What is the basis of the psychological appeal?

Do you think the editor of either paper could have a more constructive treatment of the news?

Do you find dramatic narrative and vivid description?

Do you find exaggeration in order to obtain picturesqueness?

Do the papers treat crime material in the following order: (1) number of lives destroyed or endangered; (2) names of victims; (3) names of persons charged with crime; (4) arrests of suspects and detention of witnesses; (5) clues to the identity of the perpetrators; (6) causes, motives, and responsibility, known or conjectured; (7) amount and character of loss; (8) methods employed in commission of crime; (9) measures to prevent similar crimes.

SUGGESTIONS FOR FEATURE AND NEWS STORIES

1. Interview bankers on queer checks they receive, peculiar signatures that are almost unrecognizable.

2. Examine the new designs in picture post cards in some shop. Where are post cards manufactured? Do they follow any certain style from year to year? Is their popularity increasing? Quote the opinion of some of the dealers.

3. Watch a newsboy and write a story on how he sells papers, particularly "extras." Get his name, how long he works, how many papers he sells in a day, and any other interesting facts.

4. Visit the police court in your town and investigate the awarding of justice. Attend a session of court and describe the prisoner at the bar, telling his story if it proves interesting. A pen picture should be available.

5. What the college barber says as he shaves you. Have safety razors hurt the business? Troubles of the profession. Reminiscences of the old days when your father was in school.

6. Visit a candy store and ask to be shown how confections are manufactured. Go into the kitchen, if you can, and there watch the "chocolate dippers" and the girls who put the coloring on the candy sticks. A vivid picture of the various processes will make good reading.

7. Engage the Chinese laundryman in conversation and find out what you can about his life and occupation. What does he think of America?

8. What books have been written by some of your college professors? Are there any novels or books of poetry numbered among their publications? How many of your instructors are listed in "Who's Who?"

9. What kind of work is being done by the boys and girls in manual-training schools? Visit one of these schools and describe what you have seen.

10. Make a distinction between the old and new type of college professor, drawing a picture of each and making local applications. An interview with an "old grad" should prove interesting in this connection.

11. Attend a session of the juvenile court and contrast its procedure with that of a police court or a court of appeal. Paint the picture of some of the boys you see before the judge.

12. Write a 200-word story on market day in a big city. Saturday morning and night are the best times to observe at the various markets. Pick out two or three important things, not forgetting to work in picturesque detail. A picture or two of some of the venders, how they talk, and what they sell, will make good copy.

13. What are some of the hobbies of the professors? Seek out your instructors and engage them in conversation on their pastimes and recreations. Let them tell the story in their own words.

14. What happens to the old fire engines and fire horses supplanted by modern fire-fighting machinery?

15. Find a chair in a lobby of one of the down-town hotels. Observe the crowds that come in. Write a 200-word description of the interesting things you see. You may get a good story from a traveling man. Try your conversational gifts on one.

16. "The Funniest Moving Job I Ever Had," interview with a leading moving firm.

17. "The Most Frightened Man I Ever Saw," interview with a railroad conductor.

18. Visit a college bookstore and discover what kinds of books college students are reading aside from their school texts. This may be applied to a dormitory. What percentage of secondhand books is disposed of at the end of the year?

19. Interesting things in the museums. Find where some of the most noteworthy exhibits have come from. What is the smallest exhibit? the largest? the most valuable? the most extraordinary?

20. Visit the railroad station and paint a picture of some of the interesting people you see in the waiting-rooms or taking trains. Describe the scene as the train is announced. Do you see any little comedies and tragedies in the making?

21. What do a college girl's clothes cost her as compared with a college man's? Have the expenses for wardrobe increased arbitrarily? What particular fads do you discover on the campus?

22. What church has the largest Bible class in your town? Interview the teacher and talk with some members of the class.

23. Is the high cost of living reflected in the life of the college student? Have board bills increased? Is more money spent on luxuries than in years past? Have standards of living been raised?

24. Consult well-known business men on how they earned their first nickels. Tell the story in their exact words.

25. Describe a football practice for a newspaper. Give the names of some of the players and detail some of the plays. Keep your eye on the coach and report all that you see.

26. Find the high-school senior who has not been late since his kindergarten days. This inquiry may also be related to night watchmen, railway engineers, business men, and the like.

27. Visit a bakery and give an accurate description of what you have seen. Bear in mind that your description must have an appeal to the general public.

28. Describe the training-table at which the college athletes eat their meals. What kind of food is served? What are some of the exactions placed upon the players by the trainers?

29. What are the season's newest styles in shoes? Contrast prices, styles, and models.

30. Who is the favorite actress among college students? the favorite actor? Why? Apply the same questions to authors and musicians.

31. Walk rapidly past a shop window and describe accurately what you have seen.

32. Engage some old soldier in conversation on the battles he has seen. Get him to describe the fiercest conflict he knows. If he has been a prisoner of war, secure a picture of life behind the walls.

33. Talk with the janitors and caretakers around the university campus and in the halls. What stories do they tell of the old days? What are their troubles and tribulations? Recite the pranks of students who are now famous men.

34. Foreign holidays celebrated in the city. Interview Italians, Chinese, or any other race and learn of their folk customs and their days of celebration. If possible attend one of these ceremonies.

35. Make a visit to a five-and-ten-cent store—preferably on Saturday—in quest of materials for a 200-word description. Watch the crowds and talk to some of the clerks about their work.

36. What is the most popular picture in the Art Gallery, judging from crowds that swarm around the picture? Relate the same question to exhibits in the Museum.

- 37. How do college students make money? What are some of the occupations they pursue to work their way through college? Enumerate some of the things they do. Be particular about names.
- 38. Who is the champion fisherman in your town? Who holds the championship for checkers? Describe these men and if possible detail one or two of their most exciting games.
- 39. Queer inscriptions in a local cemetery, with a history of some of the men whose names are inscribed on the stones.
- 40. Attend a meeting of the Salvation Army and describe the kind of people you encounter and the effect of exhortation upon them. Give a description of the men and women dressed in Army garb who are giving testimony.
- 41. Attend a Sunday service and write a description of what the preacher is like without mentioning the church or the name of the minister. Watch for the fundamental image or impression.
- 42. What kind of lucky pieces do city men carry in their pockets? Why?
- 43. Interview the telephone girls at the Exchange regarding their work and tribulations. What are the requirements for a good operator? What treatment do they receive from patrons? Stories of the "hello" girl.
- 44. What is the oldest house in town? Describe it and tell something of its history and occupants.
- 45. Write a description of a historic building about to be torn down, with some account of its associations in the past.
- 46. Drop into a moving-picture show during the week. Watch the audience, then question the manager about the kind of films that are popular and the average attendance at the exhibitions. Quote directly, and don't be afraid to give a picture of the setting.
- 47. Detail plans to beautify the city in which you live. What street improvements do you notice? What new buildings? What landscape gardening? What park extension?
- 48. The city editor has been instructed to secure a descriptive story urging the installation of sanitary drinking-fountains on the streets of —. You are sent to make observations and to picture the evils of the cup-to-mouth system now in vogue. Present the facts; don't editorialize.

CHAPTER VII

THE FUNCTIONS OF THE NEWS STAFF

§1

IMPORTANT EDITORIAL DESKS

Editors and reporters. All practical newspapers recognize as *reporters* those whose written matter is referred to a second person for corrective judgment and revision, and as *editors* those who supervise particular fields of news requiring special attention, such as sports, markets, theaters. With the possible exception of the managing editor, who has a general oversight of all departments, the work of the editor of each department is without supervision. In actual practice gradations are hard to mark. A reporter may frequently be permitted to edit his own copy, and the editor, so called, will frequently refer his writings to another for revision.

Newspapers recognize as desk positions those of the supervising editors who are called to sit in judgment on the work of their fellows. Such posts of authority vary with the newspaper, and are dependent upon its size, its family of readers, and the community it serves.

Duties that on one newspaper are combined in a single position, on another may be delegated to two, three, or four different persons. The organization of most staffs is based primarily on the idea of using the time of the individual to the best advantage. To accomplish this various combinations are made, as the talent of the man and the tasks to be performed may suggest.

Leaving out of consideration the managing editor and the city editor, whose duties have already been described, let us briefly characterize some of the important editorial posts to be found on a metropolitan daily.

News by telegraph and cable. The telegraph or wire editor handles the news of the state, nation, and world as it comes by

mail, telegraph, radio, wireless, telephone,—sometimes by cable. He directs correspondents in much the same fashion as the city editor supervises his reporters.

Telegraph copy, strangely enough, includes a large assortment of matter sent in by mail. Most papers make contracts for certain telegraph service; namely, the Associated Press and the United Press. Since the average daily prints only from fifteen to twenty columns of wire stuff, the first problem of the telegraph editor is one of selection. He must decide whether a famine in Russia or a divorce trial in the Hollywood moving-picture colony will create greater reader-interest, and "feed" his copy accordingly. He must also decide what dispatches to print in detail, what to trim to a paragraph; he must determine what story to accord bold, smashing heads, what item to tuck away under a single line of machine "caps."

The bulk of the copy arriving by wire is well written. Errors in transcription, however, are common, so that all of it must be carefully edited. In larger offices considerable matter is received by cable. To cut down expensive tolls, cabled material already in the office is not repeated, but is supplied by the man in charge of the index and files after consultation with the card indexes containing complete information. Many metropolitan papers employ editors versed in foreign affairs and trained in the exacting business of converting "cablese" into a coherent, accurate narrative.

An illustration of how the cable editor would piece together the rather disjointed details received by cable or radio, making a smooth-running story, is afforded by examining the accompanying dispatch from London:

ORIGINAL CABLE COPY

(Radio follows same style.)

French Sept 29

32 Fc 73 Press Collect

LONDON APNY

61545 First lead cabinet possibilities presented by greek revolution continue dominate neareast situation particularly as regards action greek army may take thrace with

CABLE AS EDITED

(Radio follows same style.)

LONDON, Sept. 29 (by Associated Press).—The possibilities presented by the Greek revolution continued to dominate the Near East situation today, particularly as regards the action the Greek army may take in Thrace with the British cabinet sitting almost continuously.

british cabinet sitting almost continuously this itself taken sufficient evidence what gravity approaching events viewed local newspapers appearing headlines also newsposters wherein word quote grave unquote frequently used cabinet said be occupied with many details involving preparation long campaign on part british troops irrespective general policy.

1101A

The long and frequent consultations of the Ministers are in themselves taken as sufficient evidence of the gravity with which approaching events are viewed, while the London newspapers are appearing with headlines and issuing news posters in which the word "grave" is frequently used.

The Cabinet is said to be occupied with many details involving preparations for a long campaign on the part of the British troops irrespective of matters of general policy.

The preceding example is a verbatim copy of a cable received by the New York office of the Associated Press before it was made into a final draft for distribution to newspapers, and alongside it the amplified story as it appeared in print.

The cables as received are in plain text without coding, a process entailing loss of time at both ends and therefore not to be recommended for news dispatches. Excessive skeletonizing is apt to obscure the plain meaning.

Cable messages are received without capitalization, punctuation, or paragraphs, and a few small words, such as *the*, *and*, and the like, are omitted. One of the chief tasks of the editor is to supply these omissions, and thus convert the raw material into an intelligible and interesting narrative conforming in all essentials to the cable text.

At the beginning of the cable as received there is a note "first lead," indicating that the cable message is divided into parts. All these parts were available at London at the same time and could have been filed together. But experience has shown that cable and telegraph operators send short "takes" more quickly than long ones.

The "take" is preceded by the group 61545, a symbol of identification, indicating that the dispatch in question was filed on the sixth day of the week at 15.45 on a twenty-four-hour schedule, or 3.45 P. M. This was 9.45 A. M., New York time (there is now a difference of six hours, owing to the daylight saving). As the dis-

patch was received at 11.01 A.M., it was one hour and sixteen minutes in transmission.

In addition to the items issued by the regular telegraph services, every paper prints "specials," furnished them by special correspondents. The telegraph services, previously mentioned, confine themselves to happenings of general interest. Events of local interest occurring at a distance are covered by reporters or correspondents of individual papers, who send their news direct to the home paper.

Many newspapers employ a make-up editor; others give those duties to the managing editor. If this executive is not called upon to schedule the news and to plan the position of news stories on the various pages, the telegraph editor takes the reins, since telegraph news is the stuff of "streamers" and first-page display.

Telegraph editors at work. To handle twenty columns of copy in a day or a night is in itself a prodigious task. The telegraph editor in some cases has the coöperation of an assistant, often styled the state editor. State editors are made necessary on certain papers because of the geographical location of the city and by reason of the fact that many big-town newspapers must cater to the readers in outlying villages and towns, especially in their early mail editions intended for state consumption. State editors earn this title because they handle copy sent in by a corps of correspondents stationed in the "provinces." Capital cities have an unusual proportion of their citizenship drawn from the smaller towns and villages, and always the urbanite has a clinging fondness for the happenings of his earlier home. There is no satisfactory way for a newspaper to secure this information except by making arrangements with someone, usually a young reporter connected with a small-town daily or weekly, to furnish the important news from his locality.

Where the newspaper is located at the hub of the state and has reasonably good railroad facilities, much of this matter may be sent by mail. The city daily may also be printed and on sale in these neighboring communities within twelve hours after the wiring of the news, so that this news has a direct influence in increasing down-state and up-state circulation. The first page generally carries the words "Early Mail" or "Last Mail" Edition.

The state editor keeps a space book wherein is recorded the exact amount of matter used from the bulk sent by each correspondent. Papers pay only for what they use, not for what they receive. The state editor receives a diversity of queries; that is, telegraphic requests for instructions on specified stories. The correspondent at Lawrence, Kansas, let us say, wires his chief on the *Kansas City Star*:

John H. Reynolds, president Kansas City
Bank Commerce, killed here in automobile
collision. 200 words. JONES. 6:15 p. m.

The man on the desk will order anywhere from fifty to five-hundred words, according to what he considers this accident is worth as news. An intelligent correspondent will make clear in his query the prominence of the person injured, also the fact that he is known in the city where the paper is published. Such information will make a difference in the amount the state editor orders. If it is early in the day or the evening, he will usually order a brief story; later, if the news feature turns out to be important, he will order a longer report. With the ever-increasing facility of long-distance telephoning, queries are often made in this manner; and when it is close to press time, stories are dictated over the telephone, even though the scene be hundreds of miles away. The state editor is expected to keep the expenses of his department within prescribed limits.

Out-of-town correspondents, working under the supervision of the state editor, must have a canny insight into the sort of news suitable for the wire; they must also know something of the space and time requirements of the papers they serve. The following paragraphs, lifted from a list of instructions issued to New York *Sun* correspondents, will make clear the sort of news most wanted by the telegraph desk.

WHAT NOT TO SEND

A. Generally speaking, we do not want news of purely local interest; we want news of State or national interest. A good "human interest story" is of interest everywhere. Mere rumors are not wanted unless the rumor be itself an important matter.

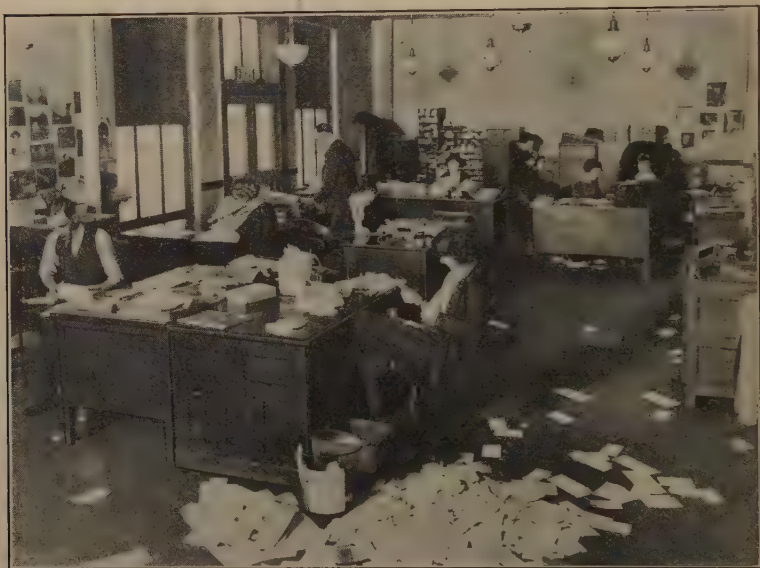
- B. Insignificant robberies, burglaries, till tapings.
- C. Fatal or other accidents to conductors, engineers, brakemen, switchmen, tramps or persons in obscure positions in life, *except* where there are two or more fatalities, or where a large property loss is involved.
- D. Trivial accidents, such as the breaking of legs or loss of limbs by machinery.
- E. Murders that contain no element of mystery, or where the people concerned are obscure.
- F. Daily accounts of murder trials, except on instructions.
- G. Rapes, abortions, seductions or other similar crimes, *except* when people of great prominence are involved, and then only such facts as are in proof through judicial proceedings. Such stories should be handled with extreme care.
- H. Ordinary damage suits.
- I. Puffs of hotel or other advertising.
- J. Accounts of county fairs.
- K. Sermons, *except* on order after query.
- L. Obituaries of obscure individuals.
- M. Reports of celebrations, *except* when persons of State or national prominence speak (on order).
- N. Storms, *except* where there is loss of life or serious property damage.
- O. Weddings, *except* when the parties are prominent, in which case advance notice should be given by mail, with photographs.
- P. Theatrical or other amusement notices, *except* in cases of first productions of important plays or operas, or some real news feature connected with the appearance of artists of national repute. Avoid the stories of professional press agents.
- Q. Stories of medical freaks or animal monstrosities.

SEND BY MAIL

- Obituaries : send in advance, but only of important persons.
- Unique statistics.
- Animal stories.
- Unique hunting and fishing stories.
- Interesting personalities about men and women in the public eye.
- Odd photographs.
- Scientific discoveries.
- Stories of romance.

The Sunday editor. The popularity of the Sunday newspaper, that compendium of elaborately written news stories and special articles combined with a large bulk of Sunday advertising, has brought another special editor into the newspaper fold. It is he

who superintends the planning and writing of a wide variety of entertaining and informing articles, many of which lend themselves to realistic illustration. Not a few of these special stories are written by the daily reporters themselves, for these men probably know better than anyone else the kind of story desired;



HEADQUARTERS OF THE SUNDAY DEPARTMENT OF THE CHICAGO *TRIBUNE*

This department has charge of the assembly and issuance of the Sunday newspaper. It is conducted independently of the city room and has its own editor (the Sunday editor), who employs his own staff of writers, editors, and artists. The huge piles of mail on the tables and desks are letters which have poured into various departments: "Friend in Need," "Embarrassing Moments," "Bright Sayings of the Children," and a dozen others

others are the handiwork of the Sunday staff. The task of the Sunday editor, however, is by no means an easy one. He must strive for variety in subject matter and diversity of form. Indeed, his position depends upon his skill in giving the Sunday paper a novel, picturesque stamp of individuality.

Much of the matter for the Sunday paper must go to press early in the week, so that the pressroom may be cleared for the printing

of the news sections. The rotogravure section, the magazine section, the page of comics, the various departments, are planned days in advance, printed, and dispatched to outlying districts by freight, so that they may be "stuffed" into the live-news sections when they come fresh from the press Saturday night. Perhaps the best way to indicate the responsibilities attaching to the post of Sunday editor is to describe the contents of a typical issue of the *Chicago Sunday Tribune*, largely the expression of the work of his special corps of writers and artists.

The *Chicago Sunday Tribune* is composed of nine or more distinct sections, each featuring different sorts of news. The news and editorial section is similar to the week-day *Tribune* and contains features which appear every day. This section is the work of the daily staff. The sports section on Sunday devotes several pages to news of every variety of sport, reports of games, discussions of plays and players, with photographs and sketches of appropriate character. Theaters, books, art, and music are treated in one section, in addition to society and clubs. There are play-bills, criticisms, news items, and pictures related to the theater, the opera, and the movies. The three best sellers in phonograph records, player rolls, and sheet music, as well as announcements of concerts and recitals, are reported with the music news; happenings in the world of society, art, and clubs, and book reviews complete this section.

Other important departments of the *Sunday Tribune* are those featuring science, suited to the popular taste, motordom, aviation, farm and garden, and the religious world. Considerable space is given to financial news and stock quotations in the market section. Eight pages of colored comics appear every Sunday, and a magazine of fiction consisting of from twelve to sixteen tabloid pages printed in colors on rotogravure presses by a newly perfected process.

Illustrations are profuse in all the sections, but the most interesting and attractive pictures are reproduced in a twenty-four-page rotogravure section peculiar to the Sunday edition.

Subjects of special interest to readers of the *Sunday Tribune*—that is, fashions, for both men and women, cooking, home-building and decoration, health and beauty, and patterns and needlework—

are discussed by experts in their fields. Each of these departments conducts a question-and-answer bureau on a large scale.

The "contests" carrying small prizes are Sunday features of long standing. Chief among them are "The Most Embarrassing Moment of My Life," "Bright Sayings of the Children," "The Best Joke I Ever Heard," "Real Life Love Stories," "Poems You Ought to Know" and "The Potters," a humorous sketch of



THE ART ROOM OF THE CHICAGO *TRIBUNE*

The artists pictured above produce the pictures that are later made into photo engravings. Cartoonists and the men who draw the "comic strips" have their own quarters. Some of the sketches for the fiction magazine, and all the pictures for the rotogravure section, are made or handled in this room

a fairly typical American family, are among the other distinctive *Tribune* features. Patterns and fashions are the most popular.

On the trail of sport. The sporting editor's desk is peculiar. Generically speaking, it is related on the one hand to the dramatic critic's position and on the other to that of the telegraph editor. The sporting editor must be a specialist and must know all about the various sports and athletic events covered by his department. He must also handle a vast hodgepodge of copy sent by wire. He has the prerogative of making certain expenditures, and in this

respect exercises a degree of authoritative control. On large newspapers this department is expanded to include a number of specialists, all working under the direction of the regular sporting editor, who in turn reports to the managing editor. College athletics furnish a splendid preliminary equipment for the writer of football, basketball, golf, wrestling, and the like.

On metropolitan newspapers sporting news is taken care of in a special department under the direction of the sporting editor, as local news is gathered, written, and edited by a staff under the direction of the city editor. Thus there are reporters who cover athletic events, and copy-readers who read and edit copy for the sporting page. The sporting editor makes assignments, sometimes covers local sporting events himself, and makes up the sporting page. In addition he often takes sporting news over the wire.

Markets and finance. Business as a subject of news is winning a larger place in the average metropolitan daily. Indeed, many papers print a section given over entirely to commercial affairs; others offer special columns devoted to finance, grain markets, real estate, stocks and bonds, and live stock. Each particular division is handled by a specialist. The financial editor and his assistant write the financial leads, take care of railroad notes, and edit tables. To these editors goes all copy relating to stocks, bonds, and general finance, sometimes in the form of a special letter sent by a correspondent in touch with the New York Stock Exchange. The Associated Press and the United Press likewise wire financial transactions.

The financial editor must keep in close contact with banks, manufacturers, and large mercantile concerns of all sorts. An ability to respect confidences with utmost care, to keep counsel of his own thoughts at all times, and to inspire confidence in others is a requisite of far greater importance than any command of ornate language. Regularity, accuracy, and an attempt to make business news readable should be the guiding rules of all editors of business pages.

Real estate and produce. The real-estate editor writes real-estate leads and compiles necessary tables, if any. He is called upon to keep in touch with all the important building and real-estate transfers in the city and with city improvements. The

grain-market editor and his assistant write grain-market news and compile tables. They attend to produce and provision markets as well, writing brief leads and compiling tables.

On some papers all copy from these different editors, except tables, which go directly to the printers, is sent in its completed form to one copy-reader on the city desk, who edits it and sends it to the composing-room. These men could send their copy direct to the composing-room, but they prefer the friendly offices of the copy-reader, who also makes up the market and grain pages. On some newspapers the copy is divided and sent piecemeal to all the copy-readers on the combination desk, instead of being handled by one man.

Society and women's activities. In some instances the department of social news rises to the dignity of a desk position, whose editor exerts discretionary powers. More frequently society copy is handled through the city desk or one of the assistant desks. Newspapers print society news as they print a great deal of other matter, not because of the intrinsic news value from the editor's point of view but from the fact that it makes a definite appeal to a certain class which nothing else will satisfy. As a circulation builder society news in many communities is held to be without a peer. The reason for this is that the newspaper which appeals to the woman is the one that goes to the home, and the one that goes to the home is considered the best advertising medium. It is apparent, therefore, that a direct and mercenary purpose largely influences newspapers in printing social news.

For successful work the society reporter needs a retentive memory, a pleasant personality, and the ability to say a thing directly and clearly. As in any other reportorial assignment, judgment to refrain from effusions of all sorts and a certain nice discrimination, more frequently given to women than to men, enabling the possessor to recognize almost intuitively relative social distinctions and the varied importance of events, are the chief requisites for success in this work. It is obviously of advantage for a society reporter to be on terms of friendship with society women, a thing sometimes less easy to do than to decree.

It is the custom with some newspapers to distribute printed forms to be filled out by those giving important social entertain-

ments. Blanks are sent out several days in advance and, when returned, enable the paper to report the events correctly. To insure accuracy and prevent practical jokes, announcements of engagements and marriages are accepted for publication only when they are furnished by the persons concerned and in writing.

It is no longer correct to assume that women are solely interested in parties, pink teas, and elaborate receptions. Society news was the old means of insuring women's interest, but the new method is reflected in the many departments of the newspaper devoted to the more serious pursuits of women. The subjects of household efficiency, good health, the training of children, women in business, art, and books, are discussed by specialists and not by emotional triflers thrilled by the experiences associated with the life of the "sob sister."

Women have developed peculiar fitness for such departmental positions as interviewing, the compilation of news covering organized philanthropies and literary clubs, the reporting of lectures and educational assemblies, "feature" writing (including features incident to convention and campaign work), and certain forms of criticism, frequently literary, less often musical, seldom dramatic.

It should also be noted that almost every big news story contains features which a woman writer is best qualified to handle because of her training and temperament.

§2

THE REPORTER AND HIS WORK

Reporters, real and false. The real reporter is apt to suffer by comparison with the reporter existing in the popular imagination. Around him have been woven many strange misconceptions regarding his mission, his habits, and his personality. To many people, particularly in small cities, he is little more than an irresponsible roustabout who roams the streets in search of gossip and printable episodes. Others, adopting the fiction of the stage and moving-picture, insist upon investing him with a glamour of the picturesque. He appears to them in a Bohemian setting and usually equipped with a notebook and a bump of impudence. This is the man who goes to all the theaters on free tickets, when

he is not actively engaged in bombarding reluctant listeners. While these conceptions are largely gross exaggerations, there is still a modicum of truth in them. Some reporters do live a care-free, knockabout sort of existence—soldiers of fortune by occupation and journalists by accident.

As a class reporters are as self-respecting and industrious and as well educated and well paid as are men of similar age in any of the professions. They have no more reason to fear stage caricatures than have the American people to dread the effect of comic-supplement pictures of Uncle Sam. The stage reporter, "whose only aim in life has been made to appear to be the dodging of creditors or the procurement of one meal a day," never had any real place in life, except as an example of the abnormal, and no intelligent person ever supposed he had.

There may still be the occasional Paul Pry, with no high regard for sensibilities or decency. Yet this brand of reporter is no longer typical. Journalism has taken on a different cast and emerged from a trade that demanded little into a profession that demands much. Today the reporter goes about his business quietly, keeping his self-respect, and applying honorable methods to the task of collecting the news. He may be inquisitive; he is seldom an ill-mannered boor. He may be a chartless vessel; more often he does know where he is going and what kind of cargo he is expected to carry home. His is a hard, exacting work. Many pleasant experiences and associations brighten his life, but the conditions under which he toils are crowded with late hours, frequent rebuffs, disagreeable missions in all kinds of weather and all sorts of places. The seamy side of life is the field of his investigations more frequently than are aristocratic surroundings.

The reporter defined. The reporter is just what his title declares him to be, a reporter, a man who carries back to his office exactly what he has seen and heard and no more. Facts, facts, facts,—the outcroppings of humanity at its work and play,—are his materials. In dealing with these the reporter has a limited latitude. He is employed to do his paper's bidding, to find something that affords the reader transient interest or pleasure, or to uncover a bit of information the everyday citizen could not otherwise secure. The moment the reporter assumes the functions of a

critic or a judge, that moment his services cease to be useful. He does his full duty when he records an incident—political, social, domestic—without an attempt to interpret it or to use it as a text for moralizing. His is an impersonal art, a gratuitous service. Fame is not his reward; merely a salary, often a meager one.

An artist in news. The reporter is an artist in news, his skill depending upon his recognition of news values and his art in giving them readable shape. Many newspapermen are mere messengers sent out by their city editors. Give them a well-beaten track and a clearly defined mission and they do good work. The star men are those who do not ignore five columns of first-page copy to get a five-line item simply because they are sent for that item. They are not like pointer dogs, that point at only one bird; they attempt to bag the entire covey. Does an amusing bit of human nature in slum or on boulevard strike the highly sensitized plate of their minds? It is recorded. Does a chance word or hint dropped by a friend or acquaintance arouse their curiosity? They do not fail to take advantage of that.

Every trail of a news story quickens their alert senses, whether it leads near home or far afield. They have the resourcefulness to piece together inferences and to add two and two. They leap to conclusions, connecting cause and effect, and in the compilation of the facts they are willing to slave and to spur every reserve power into service. The lure of a big story crowded with mystery is like wine to their blood; the very difficulties of reportorial work add spice and fascination which make the game the pluckiest and the most exciting in the world.

The reporter's qualifications. The foregoing considerations are sufficient to show that the reporter is more than a mere average man, however similar he may be in general appearance. He is a trained observer, a specialist who brings a rare combination of nerves, shrewdness, and intelligence to the business of gathering news. Some of this ability to see things in a discriminating way must be innate. Training in a newspaper office will aid incalculably in developing the news instinct. A college education is an immense contribution, but unless a man is able to read human nature and, without being told, to recognize a news story when he sees it he will always be immeasurably handicapped.

Newspaper offices are filled with half-reporters. Some possess the knack of digging up stories through their genius for friendship, and yet are unable to put the story into readable form ; others are able to clothe in irreproachable diction the facts secured by their more energetic brothers, and yet are completely at sea when turned loose on an important mission.

The all-round reporter is a man who unites enthusiasm and indefatigable industry with a spirited, racy style ; one who has the rare tact and magnetic sociability that turn his acquaintances into oracles of news. In his kit of personality are to be found hard common sense, a good memory, an eye for detail, self-confidence that rises manfully above obstacles, a democratic liking for people in every walk of life, a wide catholicity, and a receptive mind open to all impressions. He must keep the edge of his curiosity constantly whetted ; his interest must never lag.

The reporter's field is constantly changing. Today he may record a bank defalcation, tomorrow describe the plight of an aged woman in a strange city, the next day tell the story of a distressing suicide, investigate the cause of a fire, or marshal the details of a murder. It is his business to keep keenly alive to the hidden meaning of the obvious occurrence. Firm in the conviction that the streets teem with stories waiting to be discovered by the intelligent explorer, the reporter waits, watches, searches. If the experienced reporter is sent to report a fire in a large tenement district, he will inspect the premises from cellar to garret for a touch of human nature that displays the ludicrous, tragic, or pathetic, let it be only the rescue of a pet canary by a doting mistress. If a suicide is the field of his investigation, the veteran will delve into the background, searching for the cause that prompted the act. He is willing to dig, dig, dig, sometimes without success, yet with never-waning enthusiasm.

A story about Russell Sage. A favorite story to illustrate how a reporter works in collecting news is concerned with the death of the discharged clerk who was killed in the office of Russell Sage some years ago, after he had thrown a bomb at the financier. It will be recalled that the life of Mr. Sage was saved at that time by a stenographer who acted as a safeguard, but that the bomb thrower was mangled. The news of the attempted assassination

soon brought the New York reporters scurrying to the scene. A long and tedious investigation was made in the effort to establish the identity of the dead criminal, but to no avail. His body and clothing bore no marks of identification. Finally a young *World* reporter had the resourcefulness to cut a button from the coat of the dead man. On the inside of that button, etched into the metal, was found the name of a Boston tailor. With this clue, together with samples of the fabric clipped from the coat, the reporter boarded a train and hurried to Boston. His investigation there established the identity of Mr. Sage's assailant, who turned out to be a former employee, and the *World* the next day printed an exclusive story which was a nine days' wonder. This occurrence is typical of how an energetic reporter will weigh the facts, unsatisfied until the mystery is solved. His investigations must necessarily be hasty, but the degree of accuracy which obtains in most newspapers despite numerous handicaps is really surprising. That mistakes do creep in is undeniable, but this is not so often the fault of the reporter as of his informant.

The reporter's education. While much has been said of the inherent qualifications of a reporter, it is not to be inferred that he cannot be trained. Horace Greeley once said that the only way to learn the newspaper business was to sleep on a newspaper and eat ink, a sentiment which has been yoked with the often-quoted dictum of his that "of all horned cattle, a college graduate in a newspaper office is the worst." These views were vigorously assailed by Charles A. Dana, who believed that the ability to read Latin was of inestimable service to the young journalist. Time has shown that Dana was right.

The newspaper has undergone a marvelous transformation in the past fifty years, and has become more than a mere recorder of the round of current events. In its enlarged sphere the newspaper conveys information, furnishes entertainment, enlists sympathy, mirrors the real life, the actions, the feelings, the prejudices of the men and women who take part in the great human drama. It is on terms of intimacy with all kinds and conditions of people. To meet these new exactions increased demands have been placed upon the shoulders of the reporter. He cannot know too much or have too large a background. He can make use of every scrap of

information stored in his mind. The tragedy is found in the fact that so few newspapermen realize their poverty of equipment or feel the narrow range of their interests.

There are some men who can report only the daily routine of the police station; others who can do well the courthouse or the city hall and nothing else; still others who know politics and politicians and stop at this. Few there are whose outlook is big enough to include everything that is human and vital. In this regard the college graduate, with a thorough training in the writing of clear English and with a tight grasp on the significant movements in history and on the tendencies that are remaking the world, has a tremendous advantage.

The capacity to learn, to browse upon the subject,—the practical training that comes through college courses and through home reading,—will be found vital forces in the work of gathering and writing the news. It is by uniting these educational contributions with the practical knowledge acquired through actual contact with everyday people as actors on the everyday stage that the reporter reaches that high grade of efficiency which makes him a capable man and a real force in the making of news.

The greatest peril facing the young journalist is that he will mistake the means for the end; that he will come to think the mastery of the technique of writing an adequate preparation for the practice of his profession. No thoughtful student of the press may ignore the importance of skillful presentation of facts and opinions. These are his stock in trade, and must be invitingly and effectively displayed. But if the journalist is to live up to his social obligation and to achieve that position of dignified influence to which he properly aspires, then he must put content ahead of style. It is not in technical cleverness, but in breadth and depth of knowledge, in soundness and sincerity of reasoning, and in accuracy of observation and reporting, that the upright journalist surpasses those who debase the press and bring it into public disrepute. The successful man of letters is he who has mastered both of these fundamentals of his calling; the man who has something to say, and who knows how to say it.

There is no realm of knowledge that the journalist is not required one day to penetrate, and incessant study is as necessary an

insurance against inconsequential writing as is unremitting toil in the perfection of one's style. If the student be disposed to cite the ease with which he may obtain fairly remunerative employment or sell his casual manuscript, let him not forget that every day is, for the journalist, a day of transition in the character and methods of the profession. He may well be mindful of the lessons of the past; he must, of course, meet the requirements of the present; but his triumph or failure will be measured by his preparedness for the future. That day's competition will best be met by him who has left no one of the many doors to knowledge unopened.

A city editor speaks. It is taken for granted that the young applicant for journalistic favors is intelligent and sincere. The profession has no time for dawdlers attracted by the glamour of being "members of the press," nor will it waste many moments on jaded dilettantes in quest of "interesting experiences." The young reporter must be thoroughly in earnest, willing to learn and to take hard knocks. He must never think he has learned the business; there is always something new to arouse his instincts and keep his mind constantly on the alert.

Erie C. Hopwood, managing editor of the Cleveland *Plain Dealer*, in an address before the Associated Ohio Dailies, had a few words to say about the need for high-class reporting:

I think one of the very fundamental causes for the criticism of newspapers lies in faulty reporting, and faulty reporting goes directly back again to our fundamental proposition that good reporting cannot be had unless we are willing to pay for it. Day after day the newspaper publishes stories concerning this individual or that, this group in the community, or some other group, until in the course of a year, perhaps, practically everyone, or some interest in which everyone is concerned, has been touched upon in the news columns. Suppose names are wrong, initials transposed, facts garbled, little mean insinuations dragged into the story, adjectives used to color it, one side exploited and another side suppressed, and so on through the entire catalogue of reportorial sins of omission and commission. After that sort of a job for twelve months or so, how much confidence does an editor expect his community to have in him, and how much can he blame that community if, when a hue and cry against newspapers is raised, it says, "That has been our experience, too."

Newspapers must have better reporting because they cannot afford to have any other kind. Any managing editor or any city editor will tell you

that he would rather have three thoroughly high-class reporters, capable of covering any type of assignment and doing it well, than double or triple that number who have to be led around by the ear and do not know a news story from a three-base hit. A great many newspaper staffs are cluttered up with dead wood and excess baggage. Weed it out. Take the money that is being paid to the fellow who cannot make the grade and give it to the man who can, in order that he may be a happy, useful, and contented member of the newspaper craft.

The result of personal experience and critical study of newspaper reporting as a profession may be crystallized into a few definite essentials underlying successful work.

Contact with people. Of first importance is the reporter's personality. He must necessarily be a good "mixer." He must circulate among people. It is only in this way that he can acquire a knowledge of the topics of constant public interest commonly covered by newspapers. If, then, you are a candidate for reportorial work and are not naturally of a social disposition, you must cultivate the habit, for a man of a retiring or diffident manner and temperament will amount to little in news-gathering. If you have literary talent and lack the social instinct, you may become valuable as a "hack" writer or a desk man; but the desk man on metropolitan newspapers does not draw the largest salary. You must therefore cultivate the habit of conversation as well as of writing.

You should be able to meet all kinds of men on all kinds of occasions, and even though your ultimate ambition is to become an editorial writer or an editor, this wide contact with men and knowledge of public affairs is absolutely necessary as a foundation for intelligent and valuable work. You should learn all you possibly can about men—their industrial activity, and their different organizations and associations, public, political, social, educational, and religious. The more you know about these things, the better your equipment for newspaper work.

If you see a man doing an unusual thing, don't hesitate to interview him in regard to it. Draw him out and make him talk. To lead your subjects on to give up what they know is a part of your business as a newspaperman. If you can influence them to talk in an unusual way, disclosing facts not generally known, your success is assured.

Learning through experience. Next to personality as a valuable asset must be ranked practical experience. While courses in newspaper making and the advice of men who have been in the work are of value in training the young reporter, nothing can take the place of actual experience in a newspaper office under the direction of a capable city editor who will not be put off with makeshifts.

The young writer should bring to his work a determination to learn. His salary at the outset will not be large, but he must remember that he is a "cub" and that he has not yet proved himself capable and efficient. The temptation is to return a low grade of work for the slender wage received. Upon such a platform there can be no real success. It is by doing more than you are required to do, and by doing this to the top notch of your ability, that substantial increases will come.

If the city editor observes that you are getting more news than your actual assignment, and that you are bringing into the office stories harvested from the route of an associate, there is every reason to believe that your place will become all the more secure. After all, the personal interest you contribute counts for much. In one newspaper office a sign posted upon the wall reads, *Enthusiasm is a commodity on this newspaper*. Every young reporter should bear this statement in mind and approach his work with a zeal that will not only result in self-satisfaction because of a task well done but will also win the recognition of co-workers and those higher up. In the end it is the estimate you place on yourself and on your business that tells. If you approach it in a spiritless way, gathering your news hastily and writing it indifferently, you yourself will suffer.

The reporter is in a position of immense responsibility. He can make or blight a reputation. His printed word is law until refuted. He should therefore approach this serious mission with the realization of the high dignity of his profession and with the firm resolve to do his best.

To work or to fake. A third essential characteristic is industry. One of the great temptations of the young reporter is to loaf on the job. If he is sent out on a hard mission, and if information is not forthcoming after repeated trials, many a young fellow yields to

the allurements of an easy-chair in a hotel lobby or of a game of cards. Afraid of losing his place, he later will deliberately "fake" a story, falling back upon his imagination for materials that should have been garnered by hard work. To dupe the city editor once is an easy thing; to write a "fake" story is a boy's achievement. Such ruses will eventually result in dismissal, for no reputable newspaper makes a business of publishing falsehoods or fairy tales. The best advice that can be given to the reporter is to be fair with the city editor. If he finds that he cannot reach a news source, he should tell his chief, giving his reasons for failure. At the same time he should make every effort to get what he was sent for. Of course he may have leisure time, but even then he should keep his ears and his eyes open.

Enterprise and optimism. Permanence in location is advantageous. It is a mistake to desert a field, once you have made your news sources secure. The tramp reporter who boasts of having worked in every state in the Union may have some advantages in experience, but is otherwise handicapped by lack of friends and unfamiliarity with the city. The man who stays in one town and widens his list of acquaintances, betraying no trust and keeping his source of news inviolate, will become more valuable than the derelict.

General intelligence is absolutely necessary. Not only must the reporter have this personal contact, but he must also keep abreast of the times by the reading of magazines and papers. How do other papers treat a news story? How may an idea encountered in a distant contemporary be utilized in the local press? What are the newest fads? What measures are engaging the attention of people elsewhere? These are things the reporter should know if he is to avoid the hackneyed and the commonplace.

A cheerful optimism will also be found a great ally in reportorial success. The story that brings a smile to the face of a reader and a glint of sunshine to the breakfast table is worth infinitely more than the story that is depressing or in bad taste.

Clearness and accuracy are indispensable. The beginner should never take things for granted. An event may be perfectly familiar to him, but absolutely strange to his reader. He should remember that it is his business to outline all the facts and unearth

all the causes, that the reading public may know the episode in its entirety. It is his duty to get the news, making no promises to withhold any part of it by reason of personal friendship or by a bribe judiciously offered. The policy of the paper does not enter into consideration at all in a reporter's field of duty; the city editor attends to that.

Enterprise should be a word filled with meaning to the reporter. It is not the story he is going to get that counts, but the story that he does get before the other paper prints it. While it is most desirable to publish news when it is fresh, investigation of the facts should be none the less exacting. If libelous matter isn't written, it cannot get into the paper by accident. Accuracy and the reputation for reliability are great assets to the young reporter. Even in the matter of names and the spelling of them too much care cannot be taken. Nothing is of so much importance to the average human being as his own name. A person will forgive abuse in a newspaper more quickly than the habitual misprinting of his initials.

Independence and initiative are terms of peculiar significance to the new reporter. He should learn to make quick decisions, depending upon his own judgment rather than upon the suggestion of the city editor. Street directories and policemen are better guides than careless passers-by. He should know the streets and the location of the principal places of business and amusement. He should strive to remember names and faces and to spare his chief the answering of needless, not to say foolish, questions. Dependence on others will never get him out of a tight box; he must learn to think for himself.

A charitable attitude toward the people and the city at large should be cultivated. To be flippant about religion, races, nationalities, persons, causes, or the city in which one works is, to say the least, in bad taste. To seek personal revenge for fancied slights by attacking people covertly in the paper will prove the worst kind of policy, and at the same time will seriously handicap a reporter as an unbiased witness.

Morsels of advice. Some minor suggestions concern themselves with the incidentals of news-gathering.

Keep growing.

Don't use cheap slang.

Don't burden the memory needlessly when paper is cheap and a pencil is handy.

Get your copy in early, especially for an afternoon paper.

Learn to use the typewriter, but do not trust too implicitly to the accuracy of your fingers.

Don't forget that a neat personal appearance and temperate habits will increase your usefulness.

A code of ethics for reporters. Many years ago Charles A. Dana, editor of the New York *Sun*, prepared a code of rules for his "bright young men," a code which has never been superseded. It contains many admirable newspaper ideals, and may be followed with profit by reporters, young and old. These golden rules follow:

- I. Get the news, get all the news, and nothing but the news.
- II. Copy nothing from another publication without perfect credit.
- III. Never print an interview without the knowledge and consent of the party interviewed.
- IV. Never print a paid advertisement as news matter. Let every advertisement appear as an advertisement.
- V. Never attack the weak or the defenseless, either by argument, by invective, or by ridicule, unless there is some absolute public necessity for so doing.
- VI. Fight for your opinions, but do not believe that they contain the whole truth or the only truth.
- VII. Support your party, if you have one, but do not think all the good men are in it and all the bad ones outside it.
- VIII. Above all, know and believe that humanity is advancing; that there is progress in human life and human affairs; and that as sure as God lives, the future will be greater and better than the present or the past.

Dana enlarged this code a few years later with these additional maxims, which are here given in serial order:

- IX. Never be in a hurry.
- X. Hold fast to the Constitution.
- XI. Stand by the Stars and Stripes. Above all, stand for Liberty, whatever happens.
- XII. A word that is not spoken never does any mischief.
- XIII. All the goodness of a good egg cannot make up for the badness of a bad one.
- XIV. If you find you have been wrong, don't fear to say so.

Newspaper reporters of Civil War days and the decade following were men chiefly noted for their dogged persistency in "chasing" news, rather than for their proficiency in writing it attractively. They were willing to undergo the rigors of battle, siege, and blockade to get the news first, nor did they scruple at the methods employed.

Questionable practices. There are many stories illustrating the fierce competition of those eventful years—none more typical than that related of President Lincoln on the occasion of his visit to West Point to consult with General Winfield Scott. Two papers, the *New York Times* and the *New York Herald*, got wind of the meeting. The *Times* immediately dispatched Joseph Howard, Jr., to West Point. He crossed the ferry in a rainy mist and clambered aboard a stagecoach bound for the hotel on the parade ground. The *Times* man soon became aware of the presence of another passenger, whom he shrewdly guessed to be a rival reporter. To get him off the scent Howard curled himself up near the door, and as the coach lumbered around a curve in the road, lurched forward and dropped his hat out of the window. With a word of annoyance he leaped out in pursuit of the disappearing headgear, ordering the driver to keep on; then hurrying across the fields, he got inside the hotel. He had been there before and happened to know the clerk, so borrowed his uniform and stationed himself behind the hotel register, a benignant smile upon his face and a pen in his hand. A few minutes later his comrade of the coach entered. Howard whirled the register with a sympathetic remark about the nasty weather. Conversation brought out the information that the stranger had been commissioned by the *Herald* to get the news of the conference between Lincoln and Scott to take place at that hotel. The bogus clerk told his confidant that the two men had been there, but had just left to cross the ferry to meet some distinguished politicians from New York. The clerk was sorry, but anxious to serve. He secured a carriage for the *Herald* man, to convey him to a small hamlet several miles south, where a rowboat and a patient boatman lay in waiting. The reporter hurried away in the rain and mud. Hardly had he gone before Howard was back in his business clothes. He soon found a talkative secretary who was present at the conference,

and wriggled the story out of him. Half an hour later the wires were humming with it. In the meanwhile the *Herald* man searched for the boatman, to no avail. Disgusted he tried to find his way back, but the coachman obligingly lost the way. When the irate reporter did arrive at the hotel after his fruitless chase he found that President Lincoln had gone to bed, and could not be disturbed. The next day the *Times* beat the town.

This experience is only one of many that could be related to show how a certain type of newspaperman is willing to lie, steal, or deceive to get an exclusive story. The practice did not die with the Civil War. Even today some reporters, unworthy of their calling, think nothing of rifling wastebaskets, of quoting men after they have promised to "keep the names out of the paper," and of betraying every confidence, that they may get a good story printed. This ability to get the news at any cost even if you have to "go to the mouth of hell for it"—to use a newspaper term—passes muster temporarily in certain circles as journalistic resourcefulness. It cannot be excused on any ground. Thinking journalists no more condone such work than they do embezzlement or physical violence. On no reputable paper will a reporter be asked to lie, steal, or play the eavesdropper. That somewhere, at some time, it may be intimated to him that such things are advantageous need not be denied. Throughout the length and breadth of the land there are hundreds of newspapermen who can testify that after years spent in the practice of their profession it never has been necessary to forfeit self-respect or to betray confidence reposed in them.

Indeed, to guard inviolate the source of information is the first thing which every reporter must learn. If a man gives him a bit of information on the condition that its source be not revealed, then this obligation becomes as one of the Ten Commandments. Many a good newspaperman has seen himself "scooped" rather than betray such a confidence, but in the long run, as in all other cases, the practices of honor pay.

Respecting a confidence. It is a reporter's business to ask questions, not to tell what he knows, and an ability to say nothing is sometimes a most valued asset. He is thus prevented from doing an unwitting wrong to his paper or to a source of news.

Will Irwin, formerly of the New York *Sun*, which takes for granted a code of ethics on the part of its reporters, tells a story of the standards maintained by reputable newspapers of today.

On that critical day in the Life Insurance fight when the Frick report was read in committee, a *Sun* reporter caught one of the committeemen and went up with him to the station. The newspapers were scouring heaven and earth to find out what was in the Frick document; a copy was worth fine gold. As the committeeman reached the train gate, he turned and said:

"Don't tell anyone that I put you on—but there is a stack of those reports just inside the committee room. Five dollars to the scrub woman, and you turn the trick, I think."

The reporter, a little new on the *Sun*, did not like this piece of business; nevertheless, he telephoned to George Mallon, the City Editor, and laid it before him.

"The *Sun* man who would do that trick would get fired," said Mallon.

In a speech delivered before the assembled newspapermen of New York, where, if anywhere, questionable practices obtain, Henry Watterson, who occupied every position on a newspaper, from top to bottom, after years of experience summed up his wisdom and advice in the following words:

I draw the line at straight lying and the station house. The city editor should never consider himself a brevet chief of police, the reporter a semi-professional detective. The newspaper, with the law, should assume the accused innocent until proven guilty; should be the friend, not the enemy, of the general public; the defender, not the invader, of private life and the assailant of personal character.

The newspaper is not a commodity to be sold over the counter like dry goods and groceries. It should be, as it were, a keeper of the public conscience, its rating professional, like the ministry and the law, not commercial, like the department store and the bucket shop. Its workers should be gentlemen, not eavesdroppers and scavengers, developing a spy system peculiarly their own, nor caring for the popular respect and esteem.

I know that it is the fashion to call such sentiments old-timey, just as is the custom to call old men courtly who are not actually vulgar and slovenly. Self-respect can never grow obsolete, and self-respect is the bed rock of the public respect. There will be shyster journalists as there are shyster lawyers, unworthy newspapermen as there are unworthy clergymen. But in each calling the rule is bound to be otherwise, and they who seek the imprint of the higher, instead of the lower brand, will be sure to find it. In short, my dear young friends, I stand for the manhood, for the gentlemanhood of our guild, a profession and not a trade.

I hope there is no one of you here tonight who will not be one day a managing editor, at least a city editor, and whenever any one of you finds himself in a position of authority, let him carry these few precepts in his mind and in his heart : to print nothing of a man which he would not say to his face ; to print nothing of a man in malice ; to look well and think twice before consigning a suspect to the ruin of printer's ink ; to respect the old and defend the weak ; and lastly, at work and at play, daytime and nighttime, to be good to the girls and square with the boys, for hath it not been written, "of such is the Kingdom of Heaven"?

It is an axiom that newspaper reporters must never put themselves under personal obligation to public men, for by so doing they might seriously impair their future efficiency. The sentiment against a newspaper reporter's holding any public office and at the same time following his profession is growing so strong that such instances are rare.

In brief résumé, to secure full measure of success the reporter needs distinctive personality, practical experience, industry, knowledge of his community, general intelligence regarding men and measures, an optimistic spirit, clearness and accuracy in statement, enterprise and initiative, all tempered with integrity, charity, and mental breadth.

§ 3

REWRITE MEN AND COPY-READERS

Reporting news by telephone. A generation ago, when the making of newspapers was much simpler than it is now, all reporters were writers. Today the metropolitan newspaper, in its endeavor to present the day's history within a minimum time after it occurs, is confronted by the necessity of keeping a number of reporters constantly afield gleaning news to be transmitted to the office by telephone. Other men are delegated to receive the details of these telephoned stories and to weave them into newspaper copy. The system makes for swift chronicling of news, but often results in inaccurate reporting because of faulty hearing, and the fact that the rewrite man has not been in direct contact with the source of his material and is therefore apt to inject elements supplied by the imagination.



A NEWSPAPER'S CREED IN STONE

The carved stone figures of Gutenberg, Caxton, Plantin, and Franklin, and the colophons, or printers' marks, on the decorative tablets between the second-story and third-story windows of the Detroit *News* building are tributes to the master craftsmen of another age. The inscriptions on the parapet are expressive of the ideals of a newspaper. Professor F. N. Scott, of the University of Michigan, is the author. The inscriptions are as follows:

Mirror of the public mind; interpreter of the public intent; troubler of the public conscience.

Reflector of every human interest; friend of every righteous cause; encourager of every generous act.

Bearer of intelligence; dispeller of ignorance and prejudice; a light shining into all dark places.

Promoter of civic welfare and civic pride; bond of civic unity; protector of civic rights.

Scourge of evil doers; exposé of secret iniquities; unrelenting foe of privilege and corruption.

Voice of the lowly and oppressed; advocate of the friendless; righter of public and private wrongs.

Chronicler of facts; sifter of rumors and opinions; minister of the truth that makes men free.

Reporter of the new; remembrancer of the old and tried; herald of what is to come.

Defender of civil liberty; strengthener of loyalty; pillar and stay of democratic government.

Upbuilder of the home; nourisher of the community spirit; art, letters, and science of the common people.

The rewrite man in most cases sits at a desk near the city editor and confers constantly with him concerning the amount of space to be given various stories, their place in the paper, and the most interesting feature which should be emphasized. By means of the intercommunicating telephone system these matters may be discussed by the city editor and rewrite man with a reporter on the outer rim of the city, thus saving much time and bringing co-ordination of effort.

The qualities required of the rewrite man are rapid judgment on news values and the ability to write hurriedly and with good results under pressure. He should be able to visualize the story as it comes over the telephone, so that he may reproduce it as if he had seen it happen. Many times he is required to make a coherent and accurate story out of what ten reporters have told him, at the last possible moment before the deadline.

The rewrite man, as distinguished from the copy-reader, is an inside reporter. It often falls to his lot to write follow-up stories, giving additional details or a new point of view. For such work he must be able to see the story with all its possibilities and its relation to events, past, present, and future, in order to base the new lead on some feature overlooked, perhaps not given prominence in the first story, or on some probable development.

Sifting the news. The city editor personally, or through assistants, directs the flow of copy covering local events. From the business department, from the composing-room foreman, or from the managing editor he learns each day the number of columns available for local copy. This amount varies from day to day. From his assignment book and his survey of the field he is able to estimate how much news there will be, and governs his space and the handling of stories accordingly. He determines the approximate length of each story. That which on one day may be worth six hundred words, on the next, because of space conditions, is worth only four hundred; and stories that on a dull day might be used gladly, on a crowded day will be thrown out altogether. Again, any unexpected event of magnitude, such as an accident, fire, murder, or riot, may change conditions in a minute, and the city editor must reshape his course. It is both difficult and expensive to change the number of pages once it has been decided

upon, and only under extreme provocation is this done. The number of pages is usually determined each day by a conference between the managing editor and the business manager, when the one knows how much news and the other how much advertising is in sight.

The office in action. The work of the copy-readers is done in coöperation with the make-up editor, who is under the direct supervision of the managing editor. As press time approaches, the make-up editor has the assistance of every copy-reader in the shop, while the city, telegraph, and cable editors keep him constantly posted as to new stories. In some offices all the copy-readers, the managing editor, his assistant, the make-up editor, the city, telegraph, and cable editors go to the page forms at press time.

After the city editor has completed his work for the day and handed over his schedules the executives take their places at their desks. At the editorial council table sit the managing editor, the assistant managing editor, and the make-up, or news, editor. At the city desk are the city editor and copy-readers, with the assistant city editor on the day desk. The telegraph editor and copy-readers are at the telegraph desk and the cable editor and copy-readers at the cable desk. At the sports desk are the sporting editor, copy-readers, and assistants. The reporters and rewrite battery are writing copy; news is coming in over leased wires, pneumatic tubes, and from the Associated Press and City Press. At the telephones are the copy-boys, who also rush completed copy to the composing-room elevator. Every man at this time can be located by the city editor in case of necessity. The scene in the news room is graphically illustrated in the frontispiece of this book.

§4

WASHINGTON CORRESPONDENTS

The news hub of the nation. Because it is the seat of the government, a vast amount of national, governmental, and political news emanates from Washington. To a greater or less degree the eyes of the nation are focused on the White House and Congress. It is small wonder, therefore, that one of the important occupa-

tions of the nation's newspapers is that of covering Washington. Agencies of various sorts have been developed for the purpose of assisting the newspapers by gathering and distributing the news of the nation's capital.

Metropolitan newspapers usually retain their own correspondents in Washington to follow the trend of affairs and to furnish them with special articles. These reporters must be men experienced in politics and public affairs; they need to cultivate the acquaintance of congressmen and senators, cabinet members and diplomats, and must keep in close touch with significant happenings at the White House. The Washington correspondent most valuable to his paper has learned to evaluate movements from the point of view of their economic and social importance, and has ceased to be politically minded. He is called upon to interpret the news as well as record it.

For the smaller papers scattered over the country, which cannot maintain their own Washington correspondents, the press bureaus furnish a general news service. Events of national importance occurring in Washington are covered by the bureaus, and résumés of matters of national concern are immediately broadcasted to subscribing papers. Of course detailed and specific information is only supplied by request. When a paper in Kansas wants to know what stand its senator has taken upon a certain measure affecting the state, it may order an interview or a special story, and the bureau will furnish by wire or mail as much matter as the paper may direct. The press bureaus go even further. When they have news of concern to a particular section of the country, they send a brief "query" to the papers likely to be interested, and the editor orders as much of a story as he thinks the situation warrants.

Publicity and publicity agents. An important development in the gathering of news in Washington has grown up lately with the rise of the "publicity man." Washington is crowded with the offices of associations, leagues, and bureaus, representing all kinds of interests and furnishing publicity and propaganda in great quantities. Press bureaus and newspaper correspondents are nearly swamped by the bulk of material which comes to them in the form of "hand-outs." A large percentage of these official

statements finds its way to the wastebasket, but frequently news which could never be uncovered otherwise is obtained by this means. The advantage of the prepared interview or statement, to the newspapers as well as to the one who furnishes it, is its accuracy. Of course "hand-outs" are often prepared with a view to coloring the news, but pure propaganda or advertising is quickly detected and will not be tolerated in reputable newspapers. The president of the United States now resorts to the "hand-out" as a means of expressing his attitude on current measures, because he has not the time or energy to receive frequent calls from the press, although he does meet correspondents in a body at a stated period every week. The country has grown considerably since the days when President Lincoln used to see every reporter who called.

CHAPTER VIII

DISPLAYING THE NEWS

Headlines and policies. The writing of headlines to display the news is the genesis of make-up, and make-up is the outward sign of the policy of the newspaper. Indeed, the character of the newspaper—conservative, radical, or mildly sensational—may be determined in almost every instance by its typographical dress. The force that directs the selection and the writing of the day's happenings is also at work in the presentation of these events on the printed page.

The writing of heads is a modern art that has developed steadily with the progress of newspapers. Files of papers a hundred years old or more show but the most meager form of headings, frequently none at all. Such roaring words as FIRE!!! KILLED!!! often appear in black type at the head of a column, but little else; while important news often finds itself buried under the label "Local Brevities." With the expansion of the modern newspaper, however, all this has been changed. The work of displaying the news, once intrusted to the telegraph editor, is now turned over to a body of experts whose sole business is to write the heads in such a way that the reader may get the gist of the day's events by scanning the caption, and be tempted to read further through the arousing of his curiosity.

For the purpose of practical demonstration there are shown at the end of the book exhibits marked A, B, C, D, E, F, G, H, I, and J taken from leading newspapers throughout the United States. These specimens have been chosen with the view of giving as many varieties as possible, all approximately of the same date, so that the student may observe how a great international incident, in this instance the death of Pope Benedict, is regarded in different localities, how different minds seized on interesting phases of the same story.

The mission of the head. The purpose of the modern headline is (1) to advertise the news honestly and thus sell the paper;

(2) to bulletin and summarize the facts, or at least the most striking features of the story, as a guide to the reader; (3) to make the paper attractive and easy to read by displaying what otherwise would be monotonous blocks of closely packed type; (4) to grade and organize the news in the degree of its importance.

The builder of heads is confronted by a physical condition which no other writer anywhere encounters. Exactly so many letters and spaces will go into a column measure. He must express what he is trying to say in words of a certain length. In the accompanying head, from the *New York Times*, it will be found that the form used calls for seventeen letters and spaces in each one of the two lines in the display bank. Within a very narrow range this will be found true of other heads written on the same type pattern. That this rule is not absolute and invariable is due to the fact that some letters are wider than others. The letter *M* is approximately twice as wide as the letter *I*, and in practical head-writing the letter *M* is usually counted as a unit and a half, and *I* as only half a unit. Absolutely perfect heads are rare.

GRAND JURY DROPS CROMWELL CHARGES

Adjourns Without Indicting
Anybody for Alleged Threats
Against Stock Exchange.

MORE WITNESSES HEARD

Presented All the Evidence That
Mr. Cromwell Could Fur-
nish, Mr. Pecora Says.

17 units (maximum)	}	<i>Display lines</i>
17 units (maximum)		

7-em dash		

28 units (maximum)	}	<i>First deck (inverted pyramid)</i>
24 units		
18 units		

7-em dash		

Cross line, 21 units (maximum)		

7-em dash		

29 units (maximum)	}	<i>Second deck (inverted pyramid)</i>
22 units		
18 units		

7-em dash		

The parts of a head. It will be seen, then, that a further physical problem, that of proportion, is necessary. The subsidiary section of a head immediately following the top lines is usually denominated a bank or deck. When a head has more than one bank these are generally of the same length, since by custom they are set in the same style of type. Banks are usually, but not always, separated by what are called cross lines or even double cross lines (see sample). Dashes mark off head divisions.

A knowledge of type is valuable to the writer of heads, but it is not indispensable. So-called conservative papers have what are called style heads; that is, they have only a certain number of permitted forms, designated by letters and numbers, so that the head-writer has only to mark the head with the letter and number desired. The compositor will accordingly know in what style and type to set it. Among such papers are the *Kansas City Star*, the *Los Angeles Examiner*, the *Chicago Tribune*, and the *Philadelphia Public Ledger* (see exhibits).

Where a paper does not hold rigidly to standardized display—and this number is ever increasing, particularly since the World War, when big news paraded across the page in huge type—the head-writer must designate thus: "Six column streamer, 72 point, Railroad Gothic." This streamer will be followed by a succession of headlines arranged on the outside columns to the right, where they may be most naturally read; this permits the story to be continued from the end of the column to the second page without a break.

Three-part step-down head. Most papers of today make all the parts of a head independent of each other; that is, each complete in itself. If an inverted pyramid is used to follow the top display lines of the head, that pyramid will state a fact in its entirety and not extend the sentence into a second division of the head. Every succeeding deck, moreover, should contribute new information. The cross line will also be complete in itself and not a disjointed part of a phrase or sentence. Probably the most satisfactory style of head is what is known as the break-line or step-down head, one that utilizes white space on each side of the type. It seldom uses more than three lines. Examine the attached specimen:

EUROPE NOT ON VERGE OF WAR, LAMONT HOLDS

Financier Speaks at Chi-
cago Bank Banquet.

13 units (maximum)	}	<i>Display lines</i>
13 units		
13 units		

7-em dash		

20 units (maximum)	}	<i>First deck</i>
17 units		

5-em dash		

Half-diamond head. A half-diamond head is frequently used to give a sensational effect. It is also utilized on department pages to break away from the routine news treatment. This head is characterized by its half-diamond shape, in combination with a hanging indentation, with the first line running flush to the column. As a head form it readily suggests that the story has a feature quality. The following example is from the feature page, as indicated by the light, rather feminine type in contradistinction to the usual condensed Gothic:

'MIDNIGHT ALARM' OLD-FASHIONED MELODRAMA

Near-Wrecks, Fires and Such
Things, Planned for Thrills,
Provide the Excitement.

14 units (maximum)	}	<i>Display lines</i>
12 units		
10 units		

5-em dash		

25 units (maximum)	}	<i>First deck (Hanging indention)</i>
23 units		
21 units		

Emphasizing the feature. The head-writer carefully scans the story before him to discover what is its most salient point. Here individual judgment must enter, but the degree to which this judgment may be identical or quite generally held is indicated by the close approximation to the same idea which the leading head-writers of the country seized in handling one of the most important stories in recent years. Every heading reproduced in exhibits A-J, at the end of the book, shows that the announcement of the Pope's death was told simply and forcefully. The bulletin received by the afternoon papers, which was used as a basis for streamer headlines, later turned out to be based on error, so that some of the papers were led astray; a few printed the bulletin with reservations (see the *Boston Traveler*). Sunday morning papers were able to get authentic information, as the headlines show. Notice also how pictures are used to enhance the appeal.

The use of vigorous words. Even slight experience in writing heads will convince any intelligent newspaperman that there is an undoubted value in short, pithy words. Anglo-Saxon is more apt to be in the heading than in the body of a story. Accordingly the practice has developed of omitting articles and other unessential words that can reasonably be understood from the context. It will be noticed, bearing on the death of the Pope, that only one heading starts out with *The*. The writing of heads in the present tense is common, even though the event has long since crawled into the past, as in this instance of the chronicling of death. The universal use of the active verb in the present tense is justified on two grounds: (1) it is more direct and forceful, and (2) all that is printed in a newspaper is supposed to be news. The past tense is essentially the voice of history. Several conservative newspapers insist, however, on headlines in exact accord with the tense of the verbs in the story.

The same desire for force leads to the use of verbs and nouns in heads in preference to adjectives and adverbs. Carried still further, unusual words which do not find place in the article often appear in heads. There are more *slays*, *probes*, *rifles* (verb), *slugs*, in headlines than in the bodies of stories. The wisdom of the use or overuse of such words is to be questioned; the excuse is that they are short and allow the writer to pack a wallop into his headline.

NO SWIMS FOR BEACH POLICE

Enright Forbids Pleasures
When 'On Duty'

ORDERS ROWDYISM CURBED

Bungalow Drinkers and Scape-
graces on Cars Face Close
Supervision.

Yale Nine Scores Shut-Out Victory Over Trinity, 2-0

REALTORS FLOCK TO ANNUAL MEET

SHOP CRAFTS SEND

STRIKE THREAT TO

RAIL LABOR BOARD

Demand Action on Al-
leged Violations by
Roads of Rules.

10,000 MARCH TO HONOR DEAD

Memorial Parade, Led by 100
in Blue of '61, Viewed
by Thousands.

SENIOR GIRLS AT 'U' TO PASS LANTERNS

Event Tonight Marks Advance
of Juniors.

Chicago Girls Abandon Plan to Enter Armenia

Urges Churches to Use
More Advertising Space

IN 31 WORDS WILL IS TOLD; WIFE TO GET ALL HIS GOLD

BOMB EXPLODES IN U. S. MAIL SACK

Speedy Finds U. S. Ships
In Excellent Condition
Operating Vice-President Com-
pletes Inspection of Idle
Steamers

EUROPE LIKES TASTE OF AMERICAN APPLES

Gypsy Trail From Ellis Island Full of Thorns and Brambles

Wandering Romany Family of 10, With Braw Scotch
Nurses, Just Misses Deportation Through Belated
Aid of Grandfather, King of Traveling Circus.

ARIZONA COPPER INDUSTRY SHOWS MARKED REVIVAL

Smelters of Most of the Big Com-
pact Have Been
Started

FRENCH TO HONOR DEAD.

Orphans to Take Part on Memorial
Day at American Graves.

CROW QUILTS HOSPITAL FOR COUNTRY HOME

Senator Taken in Ambulance and
Private Coach to Chalk Hill
Near Uniontown

INDIANA SOCIETY FROLICS AGAIN ON HOOSIER SOIL

Sniff! What Luck!

FOODIES ACTS LIKE A FOOL, BUT HE FINDS A HOME

LLOYD GEORGE'S SOOTHING NOTES HELP END CRISIS

France Agrees to Keep
Cool in German Deal.

PRESIDIO LIFTS BAN ON UNION TAXICABS

W. J. BRYAN OFFERS \$10
TO TEST PROFESSORS'
KNOWLEDGE OF BIBLE

Coin More Double Eagles
in May Than in All 1921

CURTIS'S WILL LEAVES WAR TROPHIES TO SONS

Widow of Battery A Organizer
Gets \$75,000.

\$UN FOR WALDRON LIBRARY

MODERN HEADLINE TENDENCIES

Two-deck heads are the most widely used, because they are easy to read and easy to write. The well-written head not only summarizes and sells the story, but its very style is an index to the kind and importance of the story. Lower-case type is becoming popular; it is both legible and artistic

Other requirements. Expert head-writers insist that each section of a head should be a constructive sentence; that is, it should have a subject, a predicate, and should tell something. Often this rule is violated, particularly when the verb is inferred, but this practice does not make for force. Such words as *is* or *are* must often be taken for granted, but in every case the sense ought to be clear. With recent years the practice of using abbreviations has been tolerated in headlines. Twenty-five years ago it was not thought of. Y. M. C. A., G. A. R., and U. S. are sufficiently well known to find entrance into headlines. It will probably be conceded that the appearance is not so good, nor the practice so dignified. In the same manner the use of numbers, formerly tabooed, is coming into more general use, since they often constitute important news; as, 250 *Lost in Ocean Storm*.

The beginner in the art of head-writing will do well to remember that approximation has no place in his work; everything must be exact. It is quite as impossible to get an extra letter or space in a column measure as it is to get an extra dime out of a dollar. The failure to fill a line properly leaves too much white space and robs a heading of an appearance of uniformity and balance.

Rules for building headlines. In a general way the size of a head has some relation to the length of an article. While a good deal of attention is given to the big heads which will be displayed on the first page, quite as much work is involved in the two-line and three-line captions that announce the smaller items scattered throughout the paper. The most radical paper in point of make-up recognizes standard styles of heads for such subjects, but the general rules already stated govern the writing of them.

These rules may be conveniently classified as follows:

Play up distinctive news features emphasized in the opening paragraphs of the story. Avoid beginning with *A* or *The*.

Avoid negative statements. Strive for action by using active verbs and short, forceful nouns.

Make every headline vivid, specific, accurate.

Count spaces as well as letters, and see that the head fits before it goes to the typesetter. Each letter counts one unit, except *I*, which is half a unit, and *M* and *W*, which are a unit and a half each.

Avoid the use of the auxiliary verb *be*. *Columbus burns* is stronger than *Columbus is burned*.

Avoid double quotes; single quotes economize space.

Abbreviate as little as possible, and then only when the abbreviation is absolutely clear.

For a news story write a news head; for a feature story write a feature head.

Don't begin a headline with an infinitive.

Don't overload the line. Try for symmetry and typographical beauty.

Don't repeat a principal word in any of the divisions of a heading.

Don't divide a word or a hyphenated word at the end of the line.

Avoid starting a headline with figures.

Never make a damaging assertion not borne out by the facts contained in the story. Watch cheap slang and objectionable humor.

Each bank of the heading should stand complete in itself, expressing a distinct thought. Avoid fanciful phrasing that results in obscurity.

To prevent monotony avoid beginning decks with the same words or the same general cast of sentence structure.

The importance of make-up. Make-up is a combination of the mechanical and the artistic. When headings and articles are in type, the task begins of arranging them properly for the page. This duty falls to the lot of the make-up man, who must combine typographical knowledge with a keen sense of news values. The conditions laid down are not of his making and cannot be changed. The size of a page is determined; the number of words that will go in a column, and the number of lines to a page, cannot be modified. Within these limits, however, the make-up man is free to exercise as much inventive ability as the policy of the paper will permit.

So far as the make-up man is concerned, a conservative paper is one which has the same general make-up every day, while the sensational paper is one which changes its make-up daily. Of the latter classes are Exhibits E, F, I, and J. The rest hold to the same general standards of display.

No copy of a paper produced on such a day as the one under discussion is altogether fair, because under extreme provocation every paper adopts a sensational make-up. It is the daily practice, in the absence of any remarkable news, that determines the class and character of the newspaper and governs its make-up.

The sale of specified advertising space is another equation that affects the placing of the news.

In examining the various exhibits note how emphasis is secured by separating stories carrying heavy black news heads and flanking them by smaller items set in lighter face or in italics. Such a practice gives contrast; layouts, boxes, and cartoons also lend attractiveness to make-up.

To the make-up man, where direction of department editors is lacking, is usually left the question of deciding what items on the

THE COMBINED NEW YORK MORNING NEWSPAPERS

New York ~~World~~ American

THE NEW YORK HERALD

DAILY NEWS

The New York Times.

New York ~~World~~ Tribune

The ~~World~~ World.

New-Yorker Staats-Beitlung

IL PROGRESSO ITALO-AMERICANO

VOL. LXXXVIII—NO. 23—DAILY

NEW YORK, SATURDAY SEPTEMBER 22, 1923

PRICE TWO CENTS

STRESEMANN HOLDS
TO 30 BILLION MARKS
REPARATIONS FIGURE

Is Proposing Next Offer
Cano's Total Will Be
Retained.

AKES BURE PROMISES

Reformation and International
Plan—Industry
as Courtesy.

By Letters to the
Editor in the New York
Herald Tribune, the
New York Times and
the New York World
Tribune, the
German government
has declared its intention
to accept the reparations
figure of 30 billion marks.
It is further stated that
the German government
is prepared to accept the
figure of 30 billion marks
as the basis for the
reparations figure.

FOUR MEN HELD HERE
IN CINCINNATI THEFT
OF \$100,000 IN BONDS

Persons Spies One Is Brother
of Supreme Court Jus-
tice McHugh.

IN TOWN FALLING BOMB

Robert A. French, Jr., Also
Arrested of Bombing
Part of Load.

When it is known that
the German government
has accepted the reparations
figure of 30 billion marks,
it is further stated that
the German government
is prepared to accept the
figure of 30 billion marks
as the basis for the
reparations figure.

COOLIDGE PROVES A PUZZLE
TO THE MASTER LOBBYISTS

Some Speculation as to How the President
Will Handle the Problem of
the Master Lobbyists.

President Coolidge has not yet decided whether he will
appoint a commission to investigate the master lobbyists.
The subject has been discussed in the White House
and it is expected that the president will make a
decision in the near future. The master lobbyists are
those who are able to influence the president's
policy through their connections with the
administration.

PRAT HOUSE QUEEN
ROBBED ADMIRERS

Admits Grand Larceny From
Home of New York
Kendrick Frigate.

DEMAND WOMAN PAY
\$300,000 BLACKMAIL

Devotee Society Lady Names
Retorts She Is Indivisible as
Kendrick Frigate.

RADIO FANS OF U. S.
WILL RACE THE SUN
ACROSS CONTINENT

To Try Relaying Messages
to Pacific in Less Than
Three Hours.

AT DAWN TO-MORROW

Standard Experiment Probable,
but Open Space May
Prove Obstacle.

At dawn tomorrow
the first attempt will be
made to relay messages
from New York to
San Francisco by radio.
The experiment will
be conducted by the
United States Navy.
The messages will be
relayed from New York
to San Francisco by
radio.

PUBLISHERS MAKE NEW
CONTRACT; CHARTER
OF STRIKERS REVOKED

Hours and Wages Rescinded and Working Con-
ditions Improved Under Agreement Declared to
Be Excellent by President Theory of International.

THE PUBLISHERS ASSOCIATION ANNOUNCED THE FOLLOWING STATEMENT
LAST NIGHT ANNOUNCING THE TERMS OF SETTLEMENT OF THE
PRINTERS' STRIKE.

"The officers of New York city newspapers, the President
and Board of Directors of the International Printers'
Union yesterday signed the contract which follows:

"The agreement concerns the limitation of the old
total printers' rates and the provision of its charter.
"The International Union enters directly into relations
with the publishers.
"The working hours are reduced from 48 hours day
and night to 44 hours night and 40 hours day.
"The basic wage are increased 10 per cent and 15 per cent
of the reduction in hours, there is therefore a material in-
crease in the total compensation.
"The other points of relationship are to be settled by
conciliation, and failing that by arbitration. In the areas that

CHARLES WARD WAS
IN BLACKMAIL PLOT
AGAINST HIS FATHER

Outright Made Out As
guilt 1, 1922, Is Sub-
mitted by Defense.

WORKS TO BE DETECTIVE

James Rogers and Leslie
Schles, Based on Rogers'
"Universality."

The case of George A. Ward, son
of the late George Ward, was
announced in the New York
Herald Tribune, the New York
Times and the New York
World Tribune, the
German government
has declared its intention
to accept the reparations
figure of 30 billion marks.
It is further stated that
the German government
is prepared to accept the
figure of 30 billion marks
as the basis for the
reparations figure.

WHEN THE PRESSMEN WENT ON A STRIKE¹

schools are most important. By common consent these are always crowded on the first page. The greater the number of items, the livelier the paper becomes as a news medium.

Headings put to the test. The philosophy of headings is built not upon four theories, nor is it the outgrowth of visionary ideals. The

¹This interesting journalistic phenomenon, a many-headed newspaper one fifth the normal size in number of pages, was issued for ten days by the metropolitan dailies forming the New York Publishers' Association, following the breaking of their contract by 2000 web pressmen. The combined evening papers issued a similar publication. Each newspaper endeavored to print its own paper, but carried the title heads of all the members of the association. Buyers "distinguished the paper of their choice by the type and make-up instead of by name."

All sorts of makeshifts were resorted to for getting the news to the people. Grave business publications appeared with sporting extras on their first pages, and foreign-language papers were printed in English from local "squibs" to advertisements. New

modern headline is the development of actual experience, registered in cashbooks and demonstrated by tangible results. Not all live newspapers now considered sensational were always so. Conservative journals have not always made money, nor, indeed, have sensational papers. It is reported that in Boston sensational methods applied to a newspaper financially resulted in a loss of more than \$3,000,000 before the tide turned, while the same experiment tried by the same man in San Francisco made a financial success of a previously losing proposition.

The test has been made, week by week, on the streets of many large cities, and it has been found that large and glaring headlines will sell more newspapers than the smaller and more conventional sort. In a city in Ohio where the experiment was tried alternate weeks it was found that large headlines resulted in an increase of from five hundred to five thousand in the street sales alone. This without any regard to the actual importance of the news under such headings.

The class of persons to whom appeal is made has a great deal to do with determining the style of headings expedient to use. In a general way it may be said that flaming headlines are objectionable to people of culture and refinement. They are regarded as an insult to their intelligence. The original object was to attract the attention of the less cultured and less studious class of readers. In this way hundreds of thousands of Americans have become newspaper readers who, before the time of sensational headlining, read no newspapers at all. In fairness, serious opprobrium should

York editions of Boston and Philadelphia papers were imported, but these were not popular. Although thousands of the combined issues were printed they could not satisfy the appetites of readers.

Because of the necessity of reducing the size of the papers, editors had to exercise the best of news judgment in selecting material for print. Only indispensable news and features were given space, and it was interesting to observe what constituted, in the minds of the desk men, vital parts of the newspaper. All the papers, both morning and evening, omitted the editorials. Sporting and market pages were cut to one fourth of their usual bulk. General news was very much condensed, but the comic strips, the society section, and the "colymys" retained their accustomed niche. To quote from the *Christian Science Monitor*: "At the first sign of trouble to the journalistic craft, when she labors overlaid in a tempestuous sea, it is the editorial page that is thrown overboard—jettisoned that Jeff and Mutt, Gasoline Alley, and Mrs. Jiggs may be saved for the edification of mankind!"

The crippling of business through the stoppage of advertising and the clamoring of news-hungry New York again strongly emphasize the significant place newspapers hold in the life of the people.

not attach to a practice which has served to bring the newspaper to the attention of those to whom it was before practically a closed source of intelligence. That there are certain objectionable reflex results is undoubtedly true, but their force is usually exaggerated.

The great haste that prevails in the large American cities also gives excuse for the flaming headline. Where the custom of the average citizen used to be to buy one paper and to take it home and read it through, now his practice is to buy several, scan them on the car, and throw them away. The big headline enables the discriminating reader to tell at once whether or not he cares to follow the subject by reading the article beneath, and points out to the hurried man exactly where to find information for which he may be searching.

There is no real danger that the conservative paper will go out of existence, any more than there is reason to suppose that people will cease to reason calmly and to reflect in quiet. The thinking man will always rely upon a conservative paper, in the form and contents of which his own intelligence is respected sufficiently to leave room for personal, selective choice in his reading.

CHAPTER IX

EDITORIALS AND REVIEWS

§ 1

INTERPRETING THE NEWS

Changing attitudes on the editorial. A surprising difference of opinion exists among newspapermen relative to the place of the editorial in the newspaper. At the one pole stands the editor who points back to the palmy days of Greeley and Bennett, when the editorial was in the zenith of its power; at the other stands the editor of the new régime, who just as stanchly declares that the editorial page no longer wields wide influence and that its usefulness is waning.

Without arguing the merits of the case, it is patent to any observer that the long, erudite editorial of a generation ago is fast disappearing from the columns of most of the American dailies. As a type it was sometimes pompous, usually scholarly and informational, and in the hands of a master often did much to shape policies and opinions. Today it has lost to an extent these qualities and is less dogmatic in temper, shorter, and less weighty in content.

It may well be asked, What has brought about this change? One answer is found in the ever-growing importance of the newspaper as a news-collecting agency. One keen observer puts it in this fashion:

The real power of a newspaper today lies in its facilities for disseminating news, for exposing corruption, for turning the light onto dark places, and for preventing wrongdoing by the mere fear of exposure which its existence makes sure. It is the news pages of a paper that men fear today, and it is the information contained in those pages that influences the world in basing its opinions and shaping its politics.

Still another cogent reason for the change may be found in the fact that the newspapers of today have emerged into complex com-

mercial enterprises which place great stress upon business success. It is common-sense policy that influential patrons and interests should be pleased, not antagonized; the counting-room must pay expenses, and circulation must be stimulated by progressive news exploitation. The great editor of the past published his personal convictions and courageously laid on the lash of popular opinion, content with a fair wage for his labors. The present-day editor is prone to ask, Will it pay the paper financially to take this position or to support this cause?

Then, too, the older type of editorial was written by men who were not so persistently impelled by the mania of haste, but gave time to reflection and to careful interpretation of facts, basing their expression of opinion upon mature judgment. Correspondingly, the earlier reading public was more dependent upon the editorial columns for guidance than is the average newspaper reader of today, whose first requirement is for the news, not for the interpretation of events. He is able to think for himself. Those interested in extended editorial comment on current happenings go more frequently to magazines and periodicals where trained specialists in various fields are able to give a more authoritative exposition of important movements than the usual daily space writer should be expected to offer.

To lament the passing of the editorial Jove of yesterday is to fail to appreciate the new forces that now express themselves on editorial pages. Instead of a one-man point of view now appears a composite opinion, fashioned in conference around the editorial table and representative of a more sane and intelligent attitude than the former practice was able to develop. The *Tribune* or the *Times* now speaks to its readers as an institution, shaping its utterances in clear, resolute terms untinged by the prejudices, animosities, or political lopsidedness of any individual. The same vitality of opinion may be found today in newspapers that consider interpretation and comment as essential as the printing of news.

An editor and his profession. The editorial principles actuating the modern newspaper have been well expressed by Charles Ransom Miller, for forty years editor in chief of the *New York Times*, in a statement made to a committee of the United States Senate. He declared:

Every newspaper that enjoys continuity of existence and management has a certain body of principles. They are called the policy of the paper. Those are the principles and beliefs that guide its expressions and opinions. The men who express those opinions are the editorial writers. . . . They are men. They wear neither halos nor horns. They form their opinions just as other men form their opinions, by observation and reflection and information. . . . But each paper has a body of principles that guide its utterances, and the men who write those principles believe them. Nobody in the *Times* office is ever asked to write what he does not believe. . . .

We appear before the jury every day. We appear before the grand inquisition, one of the largest courts in history; we are judged at the breakfast table. We feel that if we were improperly influenced by anybody outside of the office there is none so quick to discover that as the readers of the paper.

The editorial page. For the purpose of meeting changing conditions every effort has been made to adapt the editorial page to the needs of present-day readers without destroying its power for directing public opinion. To this end exhaustive and lengthy editorial dissertations yield, first, to short, crisp paragraphs that give the editor's comment in two hundred words; and second, to a more sane, less didactic, perhaps not less significant, type of editorial. Other features are added,—snappy squibs on life and manners, a budget of pleasantries, a bit of verse, short excerpts from other papers, a cartoon that gives the interpretation of the news in a twinkling, a readers' forum, comment by the column conductor, a feature story,—all combining to lure the busy reader within the borders of the editorial keep. In this new guise the editorial page has developed a wide variety of interest.

The aim of the editorial. Editorials and editorial paragraphs in newspapers of today are not exempt from the action of the general laws that govern news. They must be timely. They should be interesting. They ought to be authoritative in basic information and trustworthy in the expression of balanced judgment and intelligent opinion. The editorial differs from news in that it usually attempts to draw a conclusion from a given set of facts. Usually these facts are of current importance and recently have been developed in the paper's own news columns. Less frequently a topic of general import—civic, ethical, or literary in character—is discussed.

Editorials and editorial paragraphs may be differentiated by standards of length and content. Paragraphs are very short, usually breezy, comments upon something momentarily uppermost in the public mind. Two to five lines are sufficient. Humor is often a feature of them. The paragraph may be commendatory or caustic in thought; it should be clear and pointed in style, not ponderous. The topic of the editorial paragraph is distinctively more local, or else more peculiarly transient, than that of the editorial proper. It contains a single thought and no more; as,

Five thousand families, it is said, have moved into tents in the country by way of protest against high city rents. By autumn some may be more than glad to get back to the dumb-waiter and the sometimes equally dumb janitor.

The editorial, called in England and some parts of the United States "leader," expresses what is understood to be the paper's views on all the leading subjects that engage the public mind; as, politics, religion, war, business, finance, education, philanthropy, or agriculture. A case in point follows: The reporter brings in the news item that the common council has appropriated \$25,000 for a municipal comfort station. That is news. The editorial takes the subject at this point and discusses whether the city can afford this outlay, whether the public work is needed or desired, and whether the sum provided is enough or too much. The expression of judgment or opinion is therefore seen to be the final end of the editorial. By that judgment the paper must stand or fall, not alone in the public opinion to which it appeals for indorsement, but in the courts of the land where differences of all sorts are finally adjudicated.

Often the editorial discusses the moral aspect of an event or utterance, in this educational field largely reflecting and, to a certain extent, leading and energizing public opinion.

The threefold division. In literary style and form of expression editorials differ according to the purpose to be subserved. A formal news editorial is held to consist of three parts: (1) the statement of truth, (2) its exposition, and (3) the deduction therefrom. An excellent example of this modern type of editorial, written with brevity, dignity, and a regard for truth, is the at-

tached article from the broadside produced by students in editorial writing and policy in the Medill School of Journalism. Comment is added at the side of each paragraph to indicate the plan of development.

1. This is a form of the "news peg" beginning. It gives the editorial contact with the local community and is timely. The thesis of the editorial is stated here, very early in the work, and will be held to rigidly to the end of it.

2. This develops the thesis of the editorial, clarifies it, and shows its significance.

3. This further develops the thesis of the editorial and adds, as a part of that development, supporting figures and facts.

NEED FOR COST ACCOUNTING OF CRIME

Alderman Lyle introduced in the city council a resolution asking that \$50,000 be appropriated "for a general investigation of the crime situation." What Alderman Lyle had in mind when he wrote "investigation" is not known, but the money should be used to collect statistics on the cost of crime.

The most reliable statistics on Chicago crime are those gathered by the crime commission, but even its experts are unable to say definitely how much the city is paying to support its criminals.

The city keeps careful record of every penny of its income, as any corporation operated in accordance with business principles should. Likewise, as a good corporation, it keeps count of its outgo. Then, like nothing else on earth, it cheerfully ignores its losses. No man can say with certainty what Chicago's actual cost of crime is, for no man knows.

This is not because the city is uninterested. It is tremendously interested. Only the other day citizens held mass meetings and listened to facts until they were fighting mad about these very losses. But, lacking the accurate information that statistics can provide, they did not know where or what or how to fight, or whom. Chicago crime is not an octopus whose tentacles can be seen and severed. It is an unobtrusive leech, hidden in the murky waters of ignorance.

Effective action is based on accurate information, a prerequisite whose lack has been a painful handicap to Chicago police. Even the records of stolen property, a comparatively simple matter, are so incomplete that recovered property in many instances cannot be returned to its owner. Police records of general crime are not only incomplete but are often confused. The Chicago crime commission found a precinct in which the captain failed to report to the central office 104 of the 141 crimes committed in his precinct in the course of a month. With crime statistics in this hopeless condition,

4. This is a quotation added in support of the thesis. The quotation is then, as a recapitulation, applied to the local situation.

5. This is the summarizing conclusion with a final emphasis or clincher at the end.

effective prevention cannot be reasonably expected. Those who undertake to fight crime are fighting in the dark.

"The final test of the effectiveness of a police organization," says an observer of American and European police systems, "is first, its success in acquiring accurate and complete information as to crime conditions in the community, and second, its ability to proceed against such conditions with the least delay and with all available forces." The second test is dependent on the first, and Chicago cannot meet the first. The wonder is not why the police department is as ineffective as it is, but how it accomplishes as much as it does. Groping blindly, it may become fairly efficient at catching criminals, but it will never enter the realm of crime prevention.

Fifty thousand dollars is a drop in a pretty good sized bucket, but wisely expended it may at least provide Chicago an accurate accounting of her losses. This is the first step in crime prevention.

In the foregoing editorial it will be noticed that in no direct way does the personality of the writer obtrude itself. That he is a man of intellectual discernment, of judgment, of experience, and of dispassionate reasoning ability might be inferred from the subject matter and its treatment. Beyond that, nothing of the individual is apparent. The truth is stated at its value as truth. No attempt is made to give it added weight or importance by saying "I believe" or any similar expression. The opinion offered is distinctly impersonal, impartial, unprejudiced, and non-proselyting.

The editorial utterances of Greeley's time, when politicians assailed each other in party organs, forcing home ugly truths with cutting epithets, has given way to a more courteous, less malevolent type of writing. Narrow partisanship no longer commands its former following. The newspaper, however, continues to condemn or to censure, but avoids making, in the heat of anger or of controversy, charges that cannot be substantiated by cold facts. Instead, it addresses an appeal to honest citizenship, to the sense of justice, to civic and national pride.

Papers and editors. Conservative papers preserve the dignity and amplitude of their editorial departments. The tendency of

the radical and so-called yellow journals is to reduce it in size, to lighten it in weight, and at times to omit it altogether.

A few papers of this class, however, go to the other extreme, printing editorials on the first page, perhaps on the last page in big type or colored ink, particularly when advocating some reform for which the paper has been active. Editorial writers of this class, while they may seem erratic, command the highest salary. The present owner of a group of newspapers in this country pays his chief editorial writer, who contributes to all the chain papers and usually has the same editorial in each of them, a salary in excess of \$100,000 a year. So far as known, this is the highest compensation received by a journalist who is not a newspaper proprietor.

Classification of editorials. The classification of editorials is a relatively insignificant element in the editorial writer's technique. He is aware of few distinctions in kind and form, and these are determined by the nature of the subject matter and by the exigencies of the time, his mood, and the paper's policy. Two questions occupy him in laying out his plan for the day's editorials: What shall I write about? How shall I write it? There is usually a vague feeling in the office that there should be a light as well as a heavy editorial in each issue, a short as well as a long one, and a filler, or general-purpose editorial, as well as the two "position" editorials. But these ideas of classification are flexible. It comprises about all the law that there is on the matter.

The subject matter of editorials falls into two or three rough groups of which the writer may or may not be conscious in his work. First, there is government, in local, domestic, and foreign fields. This is subject matter which still takes leading position in most editorial pages. Local politics and national or foreign governmental affairs are given emphasis according to the constituency of the paper, the interests of the editor, or the demands of the time.

Second is serious comment on the passing events of the day, hit or miss, as they pass through the busy writer's experience. From the Einstein theory to the waywardness of flappers, all things in the stream of events are subject to his commentaries. In these, as in his political editorials, timeliness and local contact are usually, but by no means always, essential.

Third, perhaps, are the writer's hobbies, his pet theories, which he trots out on otherwise unoccupied occasions. In these he usually has some expert knowledge, be it birds of Illinois or battle-ships, and turns that knowledge into editorials of general interest to be used at any time or place.

Fourth are his feature editorials, casual essays given more to vivid and colorful style than to matter, and concerned more in an artistic effect than in persuasion or exposition. These may be anything and everything, and they usually are just that in a lively paper.

But to sum up, there is no working classification of editorials that amounts to anything in the actual process of production. An editorial is the combination of an individual writer, a newspaper policy, a subject for comment, a time, a locality, and various other components, all of which fluctuate to such an extent that formal classifications are impossible.

Examples of readable editorials. The accompanying editorials, clipped from representative newspapers, are offered as specimens illustrative of the modern method of expressing opinion. They are on a diversity of subjects, but each is characterized by warm contact with news interest and by concrete, rapid-fire literary style.

[*Chicago Tribune*]

OUR SCHOOL PROBLEMS

The lack of school accommodations for the children of Chicago is not to be tolerated. This is not a matter on which there should be any compromise. The community is not in a condition of destitution. The city is a great and rich community. It has a duty to its youth, a duty transcending any other duty except the maintenance of order, health, and safety. It is the duty to give proper instruction, under proper conditions.

At this time the capacity of the schools is, according to estimate of attendance, 48,000 seats short. Out of 200 elementary schools 75 will have each at least one room in which the pupils will have to sit two in a seat. The conditions have been made public and need not be repeated here.

We say they are not creditable to Chicago's citizenship. They exist and for the time being the school trustees who found them when they took the job must do the best they can with them. But doubling up pupils, and staggering school hours, and renting halls, and whatever the school authorities contrive to make our insufficient plant do more than it was built for, is all in fact a rebuke and a reproach. No wise citizen can be

proud of a city that does not make generous provision for the education of its young. Our minimum should be a seat for every child, in a well ventilated, well heated, well lighted, cheerful school; competent teachers, neither overworked nor underpaid; adequate equipment and instruction for mind and body.

Chicago can afford all of that. Chicago cannot afford to have less than that. It costs money. It means taxation. But to neglect the child costs money and more than all our money could compensate us for, if we lose it, for what we lose will be America's future. To neglect the child is to lose the man, and all we possess of good depends upon the quality of our men and women.

This is truism, but we are ignoring it in this city. The condition of our schools, physically and educationally, is the most important of our civic problems.

[*Detroit News*]

HENRY PECK, HIS CLUB

A meager line or two, struggling feebly against the current of larger news, just manages to reach these shores chronicling the annual banquet of the Henpecked Club of Boulderclough in Yorkshire, England.

It is an institution of many traditions, long-lived and so popular that the club frankly confesses it has an embarrassing waiting list. There never was built, suggests the committee, a dining room or auditorium adequate to seat all who crave affiliation with the organization.

The oath of membership embodies a cheerful admission that the wife is the strong personality in the candidate's household. Thus, linked by the common bond of complacent subjection, the members mingle their inferiority one with another in a self-commiserating banquet once a year—by kind permission of the authorities.

It is curious what ties do bind groups of the human race in temporary fellowship and accord. One imagines the grim laugh with which the head of the household watches the happy husband toddle off for his jaunty evening of emancipation; the spring in his step, the reawakened gleam in his eye. One imagines, too, the gloomy revelations of that remarkable banquet-table. Then, too, one suspects that on the way home his step lags and thoughts trouble his mind; perhaps he asks himself why it is that things are so; wherein lies his defeat and by what lack of fibre he has yielded the precious heritage of leadership—a leadership legally emphasized in Britain where a husband may, and occasionally does, beat his wife in the privacy of the home which, as the world knows, is an Englishman's castle.

There is an answer to his musings. The answer is found in the existence of the Henpecked Club and his own membership therein. He is that sort of man.

[*Boston Evening Transcript*]

" LES JEUNES "

Sir James M. Barrie has lately been urging the organization of a League of Youth. Undoubtedly Sir James, who was born in 1860, is the very man for the leadership of such a league, if he can but get it going. There is no time in a man's life when he feels the spirit of youth singing in his soul so powerfully as the period when he is about sixty years old. At that epoch, being particularly anxious to avoid the appearance of old age, he is jealous of age's privileges and attributes, and is strongly inclined to associate himself with the joys and aspirations of youth. Who, in the meantime, is the decadent, the scorner, the weary-hearted pessimist, to whom the world is in its sere and yellow leaf? He is the man from twenty to thirty. Never had the world so sad a group of intellectual dotards as the Oscar Wildes and Aubrey Beardsleys of the last years of the nineteenth century. These young men were, in sentiment, the oldest men alive. Their fin de siècle lucubrations represented the decrepitude, the crass and tottering octogenarianism of the modern intellect. The propaganda of decadence at the present moment is in the hands of "les jeunes."

It is possible, therefore, that Sir James M. Barrie could do no better thing than devote his sixth decade to the formation and stimulation of a League of Youth which, in the hands of sexagenarians as full of youthful vitality as himself, might hope to counteract the growing senility of the younger generation. All truly young persons, whatever their years may be, will wish him well in his attempt. Restore our languid world, Sir James, to its spring-time vigor! It was Disraeli, we believe, who said that everything great that ever has been done was done by youth, and it is true, whether the youth who accomplished it were seventeen or seventy.

[*Memphis Commercial Appeal*]

LIQUOR, JAZZ AND THE INDIAN

Lamenting the fact that his race is fast dying out, a full-blooded Sioux Indian chief, Buffalo Bear, says that liquor, jazz and inclination to imitate the vices of the present-day American have been detrimental.

That liquor and the white man's vices have played havoc with the Indians is obvious, and has been for many years. However, the effect on the red man has been no more deleterious than on the pale face. That is why the manufacture and sale of intoxicants was put under the ban. A drunken white man is neither safer nor better than a drunken Indian; either is a recognized menace. The moral, mental and physical effect is the same, regardless of race or previous condition.

Neither has the imitator of the white man's vices suffered because of them any more than has the originator. The use of intoxicants is but one

of these vices. Gambling is almost as bad. The tendency of both was to drag down; there was never a time when advocates of either could claim that they were constructive.

Long before passage of the eighteenth amendment it was unlawful to sell liquor to the Indians. That was a wise provision, but this prohibition itself proved that we were not all-wise. We labored under the delusion that while liquor was bad for the aborigines, it was good for us. As the years went by it dawned on us that we couldn't handle our liquor any better than could the red man handle his. It made bad Indians out of both of us.

A thirst for liquor and a mania for gambling not only dragged down the addict; it brought untold humiliation and suffering to the innocent. The evils, in many instances, were but forerunners of robbery and murder. Therefore, ascertaining that in nurturing these vices, we were neither stronger nor more discriminating than our government charges, we made the "thou shalt not" apply to men of every race in America.

In the matter of jazz, however, if we are honest with ourselves, we must confess that we have reverted to the primitive. Chief Buffalo Bear should not brand us with responsibility for this jargon. We are told that it originated among the negroes. Maybe that is true, but it brings to mind the tom-tom and the war dance of the Indians. Regardless of who is responsible for it, we are inclined to believe that it was inspired by the antics of the red man and worked out as a proper accompaniment to the war whoop of the brave as he pranced in feathers and paint.

But, regardless of its origin, we can assure the chief that the sufferings caused by it are not more acute among the members of his tribe than among the residents of cities in this era of civilization. There was a time when we might hear in our homes or in auditoriums the strains of a waltz or a march; but, alas, today even the records of the phonograph are jazz, jazz, jazz.

Whether we inflicted jazz on the red man or the red man inflicted it on us, is all the same; it is here, and both of us suffer.

[*New York Evening Post*]

LITERATURE, ROBUST AND ORNATE

Oliver Elton remarks at the end of his four-volume history of modern English literature that a definitive reaction appears under way against the burnished and jewelled writing which came in with the fin-de-siècle movement. A robust taste is developing. Readers are growing weary of the epigrammatic elegance of Wilde, the filigreed phrases of Pater, the 100 per cent felicity of Stevenson's adjectives.

Prof. Elton's statement might not be applauded by many who admire the styles of Conrad and the minor Conradians, of authors like W. H. Hudson and Arthur Symonds, and of a number of younger men who write

criticism all the time and travels or essays part of the time. But there is much evidence that Mr. Elton is right. In the life of nearly every book-loving young man there is a period when he thinks that the greatest of all pursuits is of the *mot juste*, that there is no triumph like expressing the fluttering of a leaf or whinny of a horse in a phrase more precise and imaginative than others have used. Such young men alone will always furnish an army to defend the virtues of Stevenson's style. But the great body of readers must in the long run prefer the prose in which the workmanship is broader and less elaborately elegant.

This is in part because the great body of modern readers must be rapid readers; particularly if they read with gusto. A style which presents fine mass effects, as Carlyle's or Ruskin's does, is for them superior to a style in which every ten words an expression demands, "Stop and admire me!" and in which every paragraph asks to be rolled under the tongue. Cultured men with infinite leisure like to progress from sentence to sentence in "Marius the Epicurean"; the great mass of us like to bowl rapidly through "Præterita" or Carlyle's "French Revolution." In part also the reaction arises from a feeling that the precious school slights substance in favor of form. Of more than one modern novelist it has been said that when his themes are true and his imagination active, then his style is admirably direct; in proportion as he uses bogus themes and his story fails to march, he resorts to rich embroideries of language. When our travel writer lavishes his preciousities upon the description of tree shadows, it may be because he has naught else to say. Thoreau did not spend hours over the single adjective. His mind was too full of ideas, his eye too full of observed facts.

No reaction against the highly studied style need carry writers into slovenliness. It would be a great misfortune if it encouraged our too many careless American authors to become more careless still. Nor need the finest qualities of style, felicity, glow, eloquence be sacrificed. The old masters—Macaulay, Hazlitt, Carlyle, Thackeray—who wrote with full-charged minds and fast-moving pens, simply wrought their stylistic effects in the large, not in miniature.

[*New York Evening Post*]

WEEKS AND DAYS

By Simeon Strunsky

In the matter of Physical Culture Week and Music Week, coming so soon after Thrift Week and Clean-Up Week, it was my visitor's contention that the basic idea was all wrong. He said what we needed was just the other thing: a Physical Neglect Week, and a Jazz Week, and an Orgy-of-Spending Week, and a week for throwing matches all over the carpet. With regard to the last, my visitor seemed already to be putting his principles

into practice. I had to point out to him that throwing cigarette stumps into the waste-basket was not the safest thing on earth.

"It is very simple," he said, fishing the cigarette stump out of the basket and throwing it on the floor. "There is danger in setting aside a limited seven days for the performance of duties which the normal civilized man is in the habit of practicing all the year round. It might popularize the idea that civilization is something to be pursued by special appointment, like dentistry. The thing we need, of course, is not special Weeks for injecting special virtues into a man, but special Weeks for getting special vices out of his system."

The suggestion had its appeal and I said so.

"That is what I mean by a Jazz Week," he said. "It would be a week in which every vocalist, and every piano, pianola, and victrola owner would be encouraged to do his worst. In that week it is very likely that strong men would go mad and nursing infants might go into convulsions; but the other fifty-one weeks in the year we would have Bach, Beethoven, and peace." He invited me to consider the Roman Empire and fishing.

I did my best to comply. I thought of Julius Cæsar and of the Never-sink River up in Sullivan County, but could not quite see the connection.

"What is it," he said, "that makes men restless in spring with the thought of Maine and the Canadian border? It isn't the fish which they so seldom catch, but the opportunity to don an old sweater and a disreputable pair of pants and to go without shaving for a week. For the promotion of civilized dress an Old-Sweater-and-Khaki-Pants Week is infinitely more valuable than a Brush-Your-Clothes Week. It gets out of the soul the longing for old sweaters and khaki pants which is a survival from the Neanderthal Man." (I thought his history was not 100 per cent accurate, but let it go.) "I might put it more scientifically still. I might say that Fishing Week is a way of getting rid of the Sweater-Pants-Bristle Complex. And so with the Roman Empire."

Again I tried to think of Marcus Tullius Cicero with a two weeks' beard, and couldn't make it.

"The Romans, being an eminently practical people," he said, "knew the value of purging the system of accumulated anti-social vices. That is why they had Saturnalia Week. It was a week when everybody was encouraged to go wild. Slaves were invited to neglect their duties, to visit the wine cellar, and to talk back to the master of the house. It was a riot while it lasted. But at 12 o'clock midnight on Sunday, or whatever the day was, the normal life came in again. The slave went back refreshed to the grist-mill and the laundry and his master went back to collecting taxes from the rest of the world."

For that matter, it occurred to my visitor that this was the secret of the modern successors of the Romans in the business of successful empire building. He referred to the English breakfast. The British, with their

extraordinary knowledge of human nature, long ago recognized that when a man gets up in the morning he feels mean. Did they allow that early morning poison to fester and infect the whole day? They did not. They provided in Magna Charta that no one may approach an Englishman over his kippers and tea without getting his or her head chewed off. The English have been patient with their Government for a couple of thousand years because they spend a half an hour every morning taking it out of the marmalade.

"But perhaps I bore you?" he said.

Yielding somewhat to the Saturnalia spirit, I replied that if he didn't bore me some other visitor probably would, so it didn't matter.

"The idea is simple," he said. "Most men normally keep their backyards clean, and it is only now and then that the doubt arises in their souls whether the eternal fight against garbage is really worth while. Very well; let them have a Garbage-Up-to-the-Neck Week and see how they like it. Most men are normally fond of their old mothers and like to hear from them occasionally. It is only at rare intervals that they get fed up with the Oldest Generation. Very well; let them have a Beat-Your-Mother Week; perhaps for the rest of the year they'll manage to find time to write to the old lady now and then. Most people normally look after their children's health, clothes, and schooling; it is only at intervals that the young are felt to be in the way. Very well; let there be a week for parents to live their own life, while the children are encouraged to fall down stairs and play hookey from school. It will stimulate the work of the Parents' Associations for the other fifty-one weeks. For the promotion of the duty of parenthood there is much more to be expected from a Ragamuffin and Neglected Adenoid Week than from a Sock-Darning Week."

He was quite carried away by his idea. He foresaw a Composite Saturnalia Week in which citizens would be encouraged to make a good job of it: litter up their backyards; beat their mothers; neglect to add up their checkbooks; forget to bank the furnace; refuse to smile; refuse to get acquainted with their neighbors; lay in stocks of unnecessary neckwear; put the children's tooth-brushes where they can't be found; devote a couple of hours to all the Blues on the record market, and in every other way treat themselves to one gorgeous catharsis.

Yes, my visitor foresaw a Saturnalia Week with a parade and prizes for the most disreputable exhibits. There would be a prize for the float showing the largest accumulation of unanswered letters, and for the float showing a carpet with the heaviest deposit of cigarette ashes, and for the float showing the greatest number of school children having the lowest class marks and the largest-sized nut sundaes before going to bed, and for the float showing a citizen making out his Federal Income Tax blank on the afternoon of March 16, and for the float showing the oldest citizen who never took exercise and slept with all the windows closed.

There was no restraining my visitor. He saw his great idea applied to politics and international affairs with extraordinary results. He foresaw a Fordney Week, when Congressmen would be encouraged to get every lunatic tariff schedule out of their systems. He foresaw a Knock-the-French Week in which the *World* could get everything off its chest (in a special forty-eight-page edition if necessary), and so get into the mood to interpret Genoa a little more calmly. He foresaw a Ruble Issue Week at Moscow, when they would use up all the zeros in the arithmetic and stop. He foresaw a Hylan Week in which Mayor Hylan—— But no, he said; he didn't want to press the point too far.

[Chicago *Daily News*]

FERTILE KANSAS

Secondary only to the wheat crop are the editors of Kansas. Editors in past and present tenses, in the senate, in the governor's mansion, quarrelling hilariously over the Industrial court or the virtue of fruit salad, motor-ing down the dusty route of the Santa Fe trail in brief incursions into the politics of the next county, bullying the wets and the patent immoralities of man with the vigor of a terrier shaking a rat, writing human interest stories and best sellers—the editors are the spiritual cement of Kansas. It is a land in which the public is still articulate. "I hear Kansas singing," wrote the Emporia bard, Walt Mason. It was a chorus that he heard.

Accessory to the editors of Kansas are the convex prairie fields, bulging with a full crop, pastures that graze blooded cattle and gentle basins under the cottonwoods where in August some sluggard river lies. On the prairie of eastern Kansas from Wichita to Atchison, from Parsons to Topeka, are corn, wheat, live stock, the long summer sun and the hot winds, the editors, the orators, the school teachers, the clattering motor cars, and then corn, wheat and live stock again in slow summer cycles. It is the sunlit summer of production that is Kansas. In winter, there is hiatus.

Already the fading soils have forced the farmer into skillfulness. Crop rotation and the culture of legumes—dark green patches of alfalfa in carefully inoculated soils—manuring and the like feed to the Kansas loams again the nitrogenous foods that unvaried cropping had taken away. Nature has invested deeply in the Kansas farmer, and he repays well. He has exploited the soil. He has mined its fertility to the safe limit. Now the great colleges of agriculture thunder, "Diversification, rotation, fertilization," and the farmer willingly responds.

The rigid little Kansas towns, waffle patterned, sit firmly there between the old and the new. They punctuate the end of the East, and capitalize the beginning of the West. They are the southern edge of the north and the northern edge of the South. The plexus of America is Kansas, the margins of American cultures. These tight villages are the remaining

bulwark of puritanism. They are the refuge of the individualistic democracy that was America until recent decades. "Man to man," without that incipient authority of force of the far West or that authority of organization of the East, is the Kansas anthem. And as man to man in their homogeneous American society their editors persuade fellow townsmen into new futures. Kansas is the land of the small town.

On those slow rolling prairies the bald heads of the editors are salient features of the topography. There are Victor Murdock, Will White, Henry Allen, Arthur Capper, Ed Howe, Homer Hoch—many editors.

[*New York Globe*]

THE MORALS OF HISTORY

The committee of teachers which has been applying the touchstone to textbooks appears to be somewhat vague concerning the boundaries separating religion and ethics from history. In effect they suggest that the portrait painters of history should ignore the wart on Cromwell's nose. John Hancock may have been a smuggler, they are willing to concede, but that unpleasant fact, they insist, ought not to be obtruded upon the attention of school children. Their reason for opposing realistic accounts of national figures is the assumed necessity "to present the ethical and moral principles exemplified in the lives of American patriotic leaders."

The world has heard much of vital lies during the last few years, but not enough to convince the sober judgment that even an encouraging lie is better than the grim truth. Yet that is the fallacy into which patriotism has led the textbook committee. If the harsh facts in the lives of great men disturb the moral lessons designed for the young it is intimated that something less than the whole truth should be imparted. Cromwell had better judgment. When nature implants a wart upon the face of the hero, honest art and honest history should know it. There is no alternative to truth, and the child taught to recognize the good and the bad, the weakness and the strength, to be found in the finest of men, is better educated than the poor dupe nourished on heroic dreams.

The case of Germany proved this all too tragically. German children were long taught a grandiose version of the history of their fatherland. Year after year the minds of the young were distorted until in the fulness of time inflated public opinion was willing to sustain the crazy schemes of the Prussian militarists. The resultant poverty and degradation of the German millions ought to suffice to reveal the folly of an educational system bulwarked by patriotic misstatements and omissions. Nations as well as individuals can afford to be humbly truthful, while religion and ethics may be relied upon to instruct the American youth in virtue without the deceitful aid of false or perverted history.

[Christian Science Monitor]

THE DAY OF CLEAN JOURNALISM

At the time of the last annual meeting of the Associated Press in New York, there was organized an Association of Editorial Executives composed of editors, managing editors and city editors of newspapers published in cities of over 100,000 inhabitants. The purpose of the organization, as disclosed by the discussion which attended its formation, and as further set forth in its constitution and by-laws is to elevate the standard of journalism as a profession, and particularly to advance the cause of "clean journalism."

The two purposes are, of course, interlocking. Journalism as a profession cannot be made honorable to those who pursue it, or attractive to those who contemplate its adoption as a life career, until it is purged of its present errors of rashness and sensationalism. So far as it is untrustworthy the fault commonly grows out of rashness. Few journalists of any standing are guilty of wilful misstatement, or the wanton falsification of the news. But most are ready "to take a chance," hoping that what they are printing as fact may turn out to be something like truth. The mad rush to get news in at the last moment, and "be first on the street" is responsible for much newspaper inaccuracy. When even annual encyclopedias and year books find it necessary to publish lists of "errata," a newspaper, rushed to press three or four times in a day may be pardoned if it lacks infallibility.

The matter of sensationalism is not to be so lightly treated. It is the crying evil of the daily press—not in the United States alone—and it is a growing evil. The great material success, if success be measured by circulation, attained by certain of the more sensational newspapers of the day has led to scandalous deterioration in newspaper standards. There is a sort of Gresham's law operative in journalism, so that we find when a paper of the lewd and baser sort is started in a community the older and more reputable sheets are more apt to be dragged down to its level, than it is to be raised to theirs. Perhaps the new Association of Executives may help to guard against this progressive process of deterioration.

It used to be thought that the increase of sensationalism in newspapers, in the United States at least, was due to the inroads of commercialism. It has been asserted that as the influence of the business office increased editorial standards were lowered. This theory suffers from the fact that the advertising pages of the daily press have improved in ethical quality quite as much as their editorial and news columns have deteriorated. Gone are the black, smudgy advertisements of patent nostrums, with lists of symptoms shrewdly calculated to impress the idea of desperate ailments upon the human mind. Vanished are lottery "ads," "get-rich-quick" promises, and the announcement of fraudulent or wildly speculative proj-

ects. The rigid editing which too often seems lacking in the news columns shows its results on the advertising pages of every American newspaper which aspires to high and honorable standing.

It seems worth while to inquire into this phenomenon. Why is it that advertising has come to be carefully selected, artistically composed, and the pages on which it is displayed skillfully made up just in proportion as, in the same papers, the news is unimportant or vicious, set forth under glaring and often incorrect headlines, and thrust into the page with no apparent plan except to furnish a setting for the advertisements? Newspapers pay, and pay heavily, for the news they treat thus contemptuously. Is it because they get paid for their advertising that they take more pains in its treatment?

Every publisher knows, and if he's fit for his job regrets, that the cleaning up of newspaper advertising began outside the newspaper offices. It derived its greatest impetus from the advertising agencies which compete actively in suggesting better and more attractive copy to advertisers, and in devising plans to make the finished product effective. The advertiser of a legitimate investment had no desire to appear cheek-by-jowl with a "10-per-cent-a-month" swindler; the purveyor of high-class dress goods was revolted at the proposition that his announcement should appear adjoining one which no modest woman could read without disgust and shame. And so the pressure of the advertisers, exerted mainly for selfish and even mercenary purposes, has resulted in the steady improvement of advertising pages, typographically and from the viewpoint of honesty and good taste.

Now who is to undertake the corresponding reform of the news columns? Newspaper readers are as multitudinous as the sands of the sea, and as little capable of united action. Advertisers, operating through their agencies, are in effect organized, but no such machinery for concerted action is possessed by the readers. A subscriber may be loath to have his family supplied with all the details of the latest vile scandal, but his individual protest carries little weight. In most cities if he adopts the only defense open to him, that of dropping the paper, he has no other paper of better character to turn to. Commonly he shrugs his shoulders, wishes "somebody would start a decent paper," and lets it go at that.

Perhaps the newly-organized editorial association may help to correct this situation. Perhaps, too, in time, advertisers will see that circulation based on records of crime, scandal and appeals to baser minds is not the most useful from an advertising viewpoint. Some who have refused to place their announcements next to a revolting patent medicine "ad" may see equal disadvantage in having the latest "movie" indecency for a neighbor. Possibly in that way the cleaning up of the news columns may come. But, whatever the method, it is certainly coming, and those newspapers which are uniting with The Christian Science Monitor in the effort to speed the day of clean journalism need have no doubt of ultimate success.

TO AN ANXIOUS FRIEND¹

You tell me that law is above freedom of utterance. And I reply that you can have no wise laws nor free enforcement of wise laws unless there is free expression of the wisdom of the people—and, alas, their folly with it. But if there is freedom, folly will die of its own poison, and the wisdom will survive. That is the history of the race. It is the proof of man's kinship with God. You say that freedom of utterance is not for time of stress, and I reply with the sad truth that only in time of stress is freedom of utterance in danger. No one questions it in calm days, because it is not needed. And the reverse is true also; only when free utterance is suppressed is it needed, and when it is needed, it is most vital to justice. Peace is good. But if you are interested in peace through force and without free discussion, that is to say, free utterance decently and in order—your interest in justice is slight. And peace without justice is tyranny, no matter how you may sugar-coat it with expediency. This state today is in more danger from suppression than from violence, because in the end, suppression leads to violence. Violence, indeed, is the child of suppression. Whoever pleads for justice helps to keep the peace; and whoever tramples upon the plea for justice, temperately made in the name of peace, only outrages peace and kills something fine in the heart of man which God put there when we got our manhood. When that is killed, brute meets brute on each side of the line.

So, dear friend, put fear out of your heart. This nation will survive, this state will prosper, the orderly business of life will go forward if only men can speak in whatever way given them to utter what their hearts hold—by voice, by posted card, by letter or by press. Reason never has failed men. Only force and repression have made the wrecks in the world.

§2

CRITICIZING PLAYS AND BOOKS

Criticism, reporting, editorial writing. On the border line between reporting and editorial writing is the field of dramatic criticism and its allied branches, musical and art criticism, and book reviewing. Related to reporting in that it consists of a proper chronicling of an event that has all the qualities of significant news, this department is allied to the editorial in that there is an expression of personal opinion, which, when in print, becomes the

¹ This editorial won the Pulitzer prize for the strongest editorial produced in 1922. It was written by William Allen White during his controversy over free speech with Governor Henry Allen. The editorial was printed in the *Emporia Gazette*, July 27, 1922.

avowed opinion of the newspaper publishing it. The matter of personality cannot, indeed, should not, be eliminated, and technical criticism may become as pronounced and characteristic as the most individual editorial column.

The field of dramatic criticism is one which, for a variety of reasons that need not here be enumerated, is often opened to the young student entering a newspaper career. Previous training in reporting will be found a valuable equipment, as will also an intimate acquaintance with both classical and present-day drama. The amount of such schooling which the beginner will be expected to possess will vary with the newspaper and the size of the community in which it is situated. In the large centers editors are intolerant of ignorance or dullness. In the smaller communities more lenient standards will be found to exist.

Criticism is reporting in the sense that the writer must describe what he sees. He is called upon, also, to relate something of the story of the play. The work goes farther, however, because it requires, in its better forms, an analysis of how well the playwright and producer have performed their task. In a sense the critic mediates between the performance and his readers in much the same way that an actor mediates between author and audience. In essence criticism is self-analysis; it is subjective rather than objective. The critic must continually ask: *Is it faithful to life? Is it good? Is it right? Is it interesting?* These mental processes become intuitive, but the critic must always know the *why* of the impression he takes from the theater.

The function of criticism. The average theatergoer leaves the play or the concert with no other sensation than that he did or did not enjoy himself. Such a net result of an evening is not sufficient for the writing of a critical review. Not only must the critic feel sure that the production was or was not good, but he must have a reason for the faith that is in him. As he progresses in his work he will conceive of himself as a sounding-board, on which all impressions are made distinct, or as a set of test tubes wherein experiments are to be conducted in discovering the content of an "unknown." As a rule he will find it safe to accept every production in the spirit in which it is offered. It is in bad taste to treat frivolously an honest effort to play Shakespeare,

and it is foolish to treat seriously a musical production which has no purpose but to arouse laughter.

Whereas, in reporting, stress is laid on compilation of facts, in criticism emphasis is placed upon impressions. Whether or not any performance—musical, dramatic, or otherwise—is good or bad is not a matter of scientific demonstration and can be determined only relatively. All manifestations of art—whether the production be a motion picture or an aria from grand opera—are designed to quicken the imagination and awaken the emotions. In proportion as the critic identifies himself with the illusion of make-believe and translates that feeling to his readers will he be successful in his work. Ashton Stevens, dramatic critic of the *Chicago Herald-Examiner*, sums it up in a neat epigram:

I've found that my spinal column is the best dramatic critic in my family. When it thrills, when it jiggles, I ask no further proof. Something good has happened in the theater.

As the child learns blocks before he learns letters, so the beginner in the field of criticism will deal first with the obvious and the concrete. So long, however, as these continue to be the bulk of his mental processes his work will be merely reporting, not criticism. It will not be even good reporting, because it will fail to take into account the reason that impels people to go to a play, a "movie," or a concert; namely, a release of the emotions, a vicarious sharing of the experiences of the actors caught in a dramatic situation.

A critic's ability to judge accurately any interpretation must be based largely on knowledge of the thing interpreted, and it is safe to say that no one man has so universal a knowledge of life as the entire drama of the world reflects. On the other hand, the actor is only a medium through which the author's idea can be portrayed, and this medium may be so faulty that the youngest critic will perceive its lack of truth.

The critic must stand or fall by the attitude the public takes toward his work. No avenue of newspaper work calls for more distinctive individuality or permits a better display of this invaluable asset.

The reading public is reasonably constant. It is shrewd and appreciates sincerity. Sham and pretense have but a fleeting hour

and, in the end, are powerless. Therefore truth, honesty, and candor are the habits of writing which the critic must cultivate. Courage is also necessary. Courage is always admired, but it is undoubtedly true that a writer can more readily acquire a following by wholesale denunciation than by wholesale praise. Only the truth is safe, and that will often call for all the courage that a young writer possesses. Sometimes he must fly in the face of popular favor or disapproval.

To the real critic no other field of newspaper work is half so inviting. He lives in a world of inspiration. He touches elbows with the keen, intelligent men of the day. He thinks about and analyzes all the thoughts and emotions that animate the soul. Nothing that is human is foreign to him. It is easy to write well because almost every performance is alive with suggestions and potent with ideas which kindle the fancy and fire the ambition.

Qualities of a good review. The critic must always remember, however, that it is incumbent upon him to write readable matter; in an effort to be just and competent he must avoid a tendency to prolixity. In a fever of rhetoric he must not soar above the matter he has to handle. In an ambition to do fine writing he should not permit himself to become either ponderous or mystical.

In viewing a performance the critic must consider, first, the production as a whole; second, its effect upon himself and upon others about him. He must not forget that every production is the result of a threefold mental activity; he must judge each of these elements in detail and then come to a conclusion on the total result. Each play embodies the thought and effort of an author, extending over a period of months. Next, it is produced by a manager and represents his thought and study, together with his idea of scenic effects—activities which have taken weeks, if not months, for perfecting in a unified production. Finally, it is being acted by men and women who have spent weeks in the effort to visualize and spiritualize the creations of the author.

The questions which then present themselves for answer are: Is the theme convincing and original? Is the dialogue brisk and realistic? Is that character true to life? Does the author conceive it correctly? If correctly conceived, does the actor portray it correctly? And if correctly conceived and portrayed, as it re-

lates to its fellows, does the action move smoothly? Are all the details that go to make up stage management properly carried out?

Every critic must decide for himself to what extent the ethical and moral content of a drama will weigh with him. In making up his judgment he will remember that art, as such, knows no code of morals; but he will also remember that the average mind is incapable of subtle distinctions, and that the theater is a potent power in shaping public opinion—a power that should not be turned to degrading nor to doubtful purposes.

Framing the review. In the practical writing of dramatic criticism the reporter should take thought of the news values of the various features the play presents. The star appearing in the performance may be of more importance than the play. At other times the reverse may be true. The story of the play may be common property; then to relate it becomes an impertinence. Again, it may be more or less of a mystery, and so a sketchy outline is justified. At still other times the reviewer will find that a mistaken idea has been given in advance, and this must be corrected. Generally speaking, a play can be criticized on the basis afforded by its previous advertisement. If it announces itself as something pretentious, it must be held up to the most severe standards. If it is confessedly but a trifling affair, the reviewer makes himself ridiculous by taking it too seriously.

Fixed rules cannot be given for the putting together of dramatic reviews, for then they would be all alike and therefore lacking in their chief charm, spontaneity and freshness. The subjoined critique will be found to contain the essential elements, both of news and criticism, blended in the proportions the writer thought proper. The "who, when, where, and what" demanded of a newspaper report are all to be found, emphasized early in the written account. The names in the cast are printed; then come an exposition of the play, an analysis of the acting, and the human equations that seem to be involved. The attitude of the audience is not forgotten. The review occupies a trifle more space than the average paper accords the average production. The excuse in this case was that the play, the author, and the star were considered so interesting as to deserve extended comment. The custom is that morning newspapers give more attention and space to the theatri-

cal world than do evening papers, for the obvious reason that more noteworthy events take place in the evening and are fresh for the morning paper than fall to the lot of the evening publication. Notable exceptions to this, however, are not hard to find. The reviewer on the morning paper is generally forced to leave the playhouse before the close of the production because his copy must be ready for the printers by midnight. He is not always as well armed with impressions bearing on the play's outcome as his brother critic on an afternoon paper, but his review is apt to be more spontaneous and original.

The criticism which follows was written by Charles Collins and appeared in the Chicago *Evening Post*:

POTENT REALISM, VIVID ACTING, IN
"ANNA CHRISTIE"

"ANNA CHRISTIE"

A play by Eugene O'Neill, presented at the Cort theater, April 9, 1922, with Pauline Lord as star, under the management of Arthur Hopkins. The cast:

Johnny-the-Priest	James C. Mack
First Longshoreman	G. O. Taylor
Second Longshoreman	John Hanley
Larry	Eugene Lincoln
A Postman	Arthur Hurley
Chris. Christopherson	George Marion
Marthy Owen	Eugenie Blair
Anna Christopherson	Pauline Lord
Mat Burke	Frank Shannon
Johnson	Ole Anderson
Three Sailors	

...Messrs. Reilly, Hansen and Kennedy

Act I.—Johnny-the-Priest's saloon near the water front, New York City.

Act II.—The barge, Simeon Winthrop, at anchor in the harbor of Provincetown, Mass., ten days later.

Act III.—Cabin of the barge, at dock in Boston, a week later.

Act IV.—The same, two days later.

By CHARLES COLLINS

"WE'RE ALL poor nuts," observes the heroine of "Anna Christie," who knows much of the drab, obscene realities of life, "and things just happen, that's all."

The old Greeks wrote pompous poetical classics on much the same theme; in high-sounding hexameters, with the Olympian gods figuring in the plot, they dramatized the riddle of Destiny. In the blunt, vivid talk of the water front and the slums, with a harlot and a pair of rough sailor men for his leading characters, Eugene O'Neill, a dramatist whose work is restoring imagination to a place on the American stage, revives that ancient tradition, with exceedingly modern variations.

"Anna Christie" came to the Cort theater last night, fresh from its New York success, to reveal some of the most impressive acting of the season and to tell a story that is potent with atmosphere, emotion and realism. The play is enthralling in its study of a group of intensely individualized characters, grim in their contacts with life and yet glamorous with the mood of romance. It brings a new thrill into the adventures of the chronic theater-goer.

The things that happen to Anna Christie, causing her to come to the conclusion that "we're all poor nuts," and that nobody in particular is to be blamed for the sad and shabby mistakes we make in our struggles toward happiness, are simple enough. As the play unfolds them, however, they become breathless with excitement and poignant with sympathetic appeal.

Anna is first seen as she drags her suitcase into the back room of a sordid water-front saloon in New York, there to meet her father, whom she has not seen for fifteen years. That father is a Swedish sailor man who thinks that the sea is an "old devil"—a phrase always on his lips—and who has been content to let his daughter grow up inland, away from marine allurements. But Anna soon discloses the fact that there has been no safety for her in the middle west; she grows confidential as she sits in that back room, drinking whisky with a trollop of the wharves, and admits that for the last two years she has been an inmate of a house of prostitution in St. Paul. Out of this experience she has brought a quiet cynicism about life and a hard contempt for men—all of that sex, including her unremembered father, with whom she hopes to find shelter until she can recover her health. When the reunion comes it is the weather-beaten, sea-calloused parent—now the captain of a coal barge—who

proves to be the sentimentalist of the family. Anna Christie herself, although not too tough to be winsome, finds it difficult to discover the emotions of a loving daughter.

In the second act they are cruising on the barge—if a humble barge whose motive power is a tug can be considered to cruise—and Anna is comfortably established in the captain's cabin, which she finds much more to her liking than she had expected. What is more, the sea—which her father constantly curses—is bringing her peace of mind and cleanness of soul. The spirit of her marine ancestors stirs within her. She is happy now, for the first time in her life; and whenever she remembers the farm in Minnesota where vice entrapped her, she shudders away from it. Here is clean water; back there, inland, there is nothing but mud.

The barge takes aboard a boatload of exhausted sailors, survivors of shipwreck picked up in the fog; and among them is a romantic and masterful stoker, an Irishman capable of all the rowdysm and emotionalism of his race. Love comes to him at the first sight of Anna's face, and with this exaltation he begins to talk at length like a composite of all the characters ever acted at the Abbey theater of Dublin. He finds favor in Anna's eyes, but the old barge-master grows bilious and venomous at the mere thought of his daughter being wooed by a suitor who follows the enchantments of that Old Devil, the Sea.

The issue between Anna, her wooer and her father is fought out and talked out, with much dramatic power, in the last two acts, when the barge is in Boston harbor. The stoker is for an immediate marriage, to discourage which idea the captain ineffectually pulls a clasp-knife. To end the argument between them, Anna, unbalanced by the irony of the romantic love which has come into her soiled life, and enraged by her father's "Old Devil" obsession, which had compelled her to become the helpless victim of Minnesota lust, blurts out the secret of her career in St. Paul.

After the harrowing revelation, and the emotional avalanches which it evokes from those simple-minded men of the sea, a tragic ending might have been expected from Mr. O'Neill, who has a tendency to wallow in gloom. He has chosen, however, a happier course, much

to the comfort of his audiences. Its truthfulness, moreover, cannot be impeached, although there are some almost flippant touches in the last act which would seem to indicate that it goes against Mr. O'Neill's grain to write a conventionally cheerful ending.

At any rate, the father does not kill the stoker, although the thought occurred to him as a possible relief for his feelings; and the stoker does not wring Anna's neck, as he was tempted to do; and Anna does not commit suicide, in spite of temptations to go over the side. Instead, the heart-bruised men go on shore for a two days' debauch; and then they come staggering back, haggard but ready to come to a compromise with the situation. Anna swears upon the cross that no matter what she had done or how she had lived, she had never loved any man but this same roaring, bellicose stoker; and he is content with the conviction that she has spoken the truth. As the curtain falls they are firmly resolved to become a happy seafaring family, with Anna on shore keeping up a nice little cottage to which husband and father can return at the end of the voyage. The old barge-master, who had signed up for the deep-sea run during his debauch, refuses, however, to alter his theory that the sea is an old devil, always up to tricks for the beguilement of sailor men.

Pauline Lord's perfect portrayal of the girl from a "joint" in St. Paul is matched by a rich, highly vitalized study of the Swedish father at the hands of George Marion. Frank Shannon's acting of the dominating, romantic Irish stoker is admirable. Eugenie Blair appears in the first act as a boozy paramour-at-large to elderly barge men, and adds another memorable characterization to the performance.

Musical criticism. The problems of musical criticism are essentially the same as those relating to the drama, with this exception, that the field is much more largely supplied with amateur talent. Musical criticism in the United States as a rule leaves a great deal to be desired. Until recent years Germany offered the best type of musical criticism, and only those newspapers which have adopted the foreign standard can be safely taken as examples.

In musical reviewing the mistaken idea obtains that the writer ought to be a performer. An acute ear, a retentive memory, famil-

ilarity with standard musical compositions, and a knowledge of musical literature are the essentials. Illustrative of this point—to offer intelligent criticism it may be necessary to know Tschai-kowsky's "1812" Overture. But this knowledge is as easily gained by listening to it as by attempting to play it. Then there must be a knowledge of what the composer had in mind and heart when he wrote it. Next must come an acute ear, which will detect if the violins are in tune and the horns in pitch, as well as realize that the proper tempo is maintained by the various instruments.

It is undoubtedly true that a proficiency in any branch of music will be of great value to one attempting critical work on musical matters, but between a knowledge of music and a knowledge of newspaper methods and requirements combined with appreciation there can be no question as to where the choice will lie.

In musical criticism as in dramatic criticism, the critic's value to himself and to his paper increases rapidly with the lengthening of his service if only he have a retentive memory. To retain the presentation of a score vividly in mind for a period of five or ten years which may elapse between the two hearings of such a monumental composition as Beethoven's Choral Symphony is a feat that causes many to marvel, yet it is one to which the best critics are equal. The great critic will remember if this director read such a symphony deliberately or tempestuously, and whether the other one directed an overture with fire or with composure.

No camera has ever been invented that would picture and retain impressions. The critic, in whatever branch of art he is working, must carry with him constantly vivid impressions of the acknowledged authorities in his field—Galli-Curci's rendition of an aria; McCormack's singing of ballads; the Boston Symphony Orchestra's interpretation of a Mendelssohn mass; Sir Henry Irving as Shylock; Joseph Jefferson as Rip Van Winkle. In literature and in the fine arts it is possible to revert to the actual masterpiece for comparison, but in music and the drama these standards must be immortalized in the memory of the critic.

Literary criticism. Book criticism, if intelligent and authoritative, is the outgrowth of an innate appreciation of literary values; familiarity with the distinctive types and the history of the different national literatures; knowledge of the current writers and

their works; fair, yet candidly expressed, opinion; and the ability to use good English. Censure should be unerringly just; praise, discriminately encouraging. It is therefore self-evident that literary criticism, properly so called, is not a work for the tyro. There are, however, three forms, distinct in purpose, employed in the book-review department of even daily newspapers: first, the commendatory notice; second, the review; and third, the critique.

The first and simplest form, that known as the commendatory notice, has as its primary office the furthering of book sales through the medium of skillfully worded, laudatory comment—that most artistic and effective kind of advertising.

The second form presents, practically without original comment, the review; that is, the outlined contents of a given volume. The merit of this book review lies in a reviewer's twofold ability of perception and selection. Does he grasp the pivotal points in the author's work? Can he present these, once selected, so logically and effectively as to leave in the reader's mind a comprehensive impression of the entire book, photographic in clearness, faultless in accuracy? If so, then he performs the function of a reviewer.

In the critique, the third form, are blended the salient features of the review, together with analytical discussion of the author's personality, literary attainments, motives, and methods. Obviously scholarship and ripened judgment are the prerequisites of the critique.

Painting and sculpture. Least practiced of all competent criticism in this country is that in the fields of painting and sculpture. The comment is frequently made that America has as yet no national art. This assertion is still so close to the truth that there are no recognized national standards established as the authoritative basis of art criticism. In the matter of personal equipment for this difficult and comparatively infrequent form of newspaper work it is safe to remember the following injunction: The more accurate your knowledge of technique, the greater your familiarity with the different schools of painting, the more generous your endowment of art culture through the threefold mediums of reading, of seeing the best in art at home and abroad, and of personal acquaintance with representative artists, correspondingly the more competent will your art criticism become.

Independence of attitude. The critic, in whatever branch of newspaper work he may busy himself, will frequently be confronted with the baffling statement, "After all, criticism in print is only of one man—and he does not know everything." Never forget that the critic has two clearly defined duties: (1) to know and (2) to speak with authority. He must be right, or at least habitually right, or, just as the engineer who cannot keep his train on time, he will be compelled to give way to the rival who earns deserved confidence. He cannot escape being placed in a position of authority. Of necessity he becomes identified with his work, and to the clientele of the art he treats he more nearly becomes a celebrity than any other sort of newspaperman.

No department of newspaper work calls for more varied accomplishments, makes more serious and more frequent demands upon the resources of the individual, than the practice of analytical criticism. Successfully accomplished, it is a splendid achievement. Regarded merely as an incident in a professional career, it frequently leads to other fields that present greater opportunities for personal advancement and remuneration.

CHAPTER X

PRINTING, ADVERTISING, CIRCULATION

§1

THE MECHANICAL DEPARTMENT

Converting news into type. The work of a reporter ceases when he has written his story and given it into the care of the city editor; but the story itself has only reached the first round in the series of steps that bring it before the public. After being inspected and either accepted, rejected, or revised, it is sent to the composing-room, put into type, made ready for the press, and printed—in all a complex process, sometimes little understood by newspapermen themselves.

To make clear this process of converting copy into columns of type, it seems best to take a typical example.

A group of reporters is at work collecting the news of a midnight fire raging in an important wholesale district. The newspaperman in command of the situation has delegated certain duties to his subordinates. One reporter is busy checking up the loss of life and property; another is consulting the fire chief and his lieutenants on the cause back of the fire, also about exciting rescues, the menace to surrounding property, and the business of fighting the flames; still another is interviewing bystanders and securing some interesting side lights. All this ill-assorted information will be telephoned into the newspaper office by the various reporters, and there prepared for publication by the rewrite men and copy-readers. As the fire progresses all sorts of facts will continue to trickle into the office, bringing additional problems of news-editing and display.

As bulletins, fresh leads, corrections, insertions, additional details, are received, they are sent by pneumatic tubes to the composing-room, with headlines written and type indicated and

— or — indicates the beginning of a paragraph. ¶ may also be used.

Three short lines under a letter or word indicate that it is to be set in capitals.

Two short lines under a letter or word indicate that it is to be set in small capitals.

A single line under a word indicates italics.

An oblique line drawn from right to left through a capital indicates that it is to be a small letter.

A line connecting two paragraphs indicates that they are to be combined.

A circle around numerical figures or abbreviations indicates that they are to be spelled out and vice versa.

A caret is placed at a point where corrections are to be made above the line.

A line encircling two or more words, like an elongated figure "8," indicates that words are to be transposed.

A period in a circle indicates a period is to be used. x may also indicate a period.

A wedge or half-circle indicates quotation marks.

Half-circles connecting words or letters indicate that they are to be joined.

A vertical line between parts of a word shows that the parts are to be separated.

A line carried over a word scratched out indicates the order of the words to be set.

indicates the conclusion of a story.

MARKS USED IN EDITING COPY

These symbols are indicated in the body of the story by the copy-reader in preparing copy for the printer

#2 Head

~~Howells~~

[A youthful bandit, ~~very~~ shabbily dressed, walked into the Maryland Hotel, at 1350 La Salle Avenue, early to-day, pointed a pistol at (Thos) A. Snell, the night clerk, ^{took} appropriated \$100 from the cash register, and ^{fled} ~~es-~~ ~~aped~~. Mr. Snell^e was alone in the hotel ^{office,} ~~lobby~~ at the time, ~~engaged in~~ working on his records. He ^g glanced up quickly when the man approached the desk, and looked into the muzzle⁽ⁿ⁾ of the pistol.

[“Get into the room,” the bandit said, indicating ~~with his finger~~ a small ~~office~~ room adjoining the desk. Snell obeyed, and the bandit ⁱ ~~then~~ followed him. He opened the cash drawer and took out \$100 in currency, ignoring a small amount of silver, ~~coins~~ and overlooking ~~another~~ \$100 in currency ~~hidden~~ beneath a pile of ~~certi-~~ ~~fied~~ checks.

~~Mr~~ [Snell called ~~the~~ police department as the man walked out the door. ~~There is no clue.~~

####

A PIECE OF EDITED COPY

The copy-reader is called upon not only to correct obvious errors in spelling and punctuation but also to invigorate, simplify, and condense copy for publication.

This copy indicates only the marks most commonly used

with penciled instructions as to the place the story is to take in the final revision. The man who takes charge of the edited material as it arrives from the city desk is known as a copy-cutter or copy-clipper. It is his job to divide the copy into a number of "takes," each of which is to be set by a linotype operator. This method hurries up composition and permits the paper on short order to get out an extra or catch an edition.

Obviously there must be some system to avoid confusion when the time comes for assembling the "takes." In the case of the fire story just mentioned the copy-cutter would mark the first section "Fire A 1-," indicating that this is the first paragraph and that there is more to come. The second division he marks "A 2-," and continues in this fashion until the story is closed, indicating the conclusion by "A 5 #." It is necessary, however, that the copy-clipper keep the story in mind to avoid mistakes. Accordingly he registers the story upon a ruled blank marked by a number of squares. The fire story would be indicated by such a note written by the copy-clipper in one of the squares, thus: "Fire A 1-5." Other stories might be marked C, D, E, F, or B B.

The next step consists in bringing together the various "takes" as set by the operators. This is the task of the bank man, a printer who follows the notations as found on the sheet made by the copy-cutter. The set matter has been placed on a long shelf, with no attempt at arrangement, the "fire" story among the rest. This story has been marked A and is in five sections. All the bank man has to do is to assemble the A sections and arrange the "takes" in consecutive numerical order.

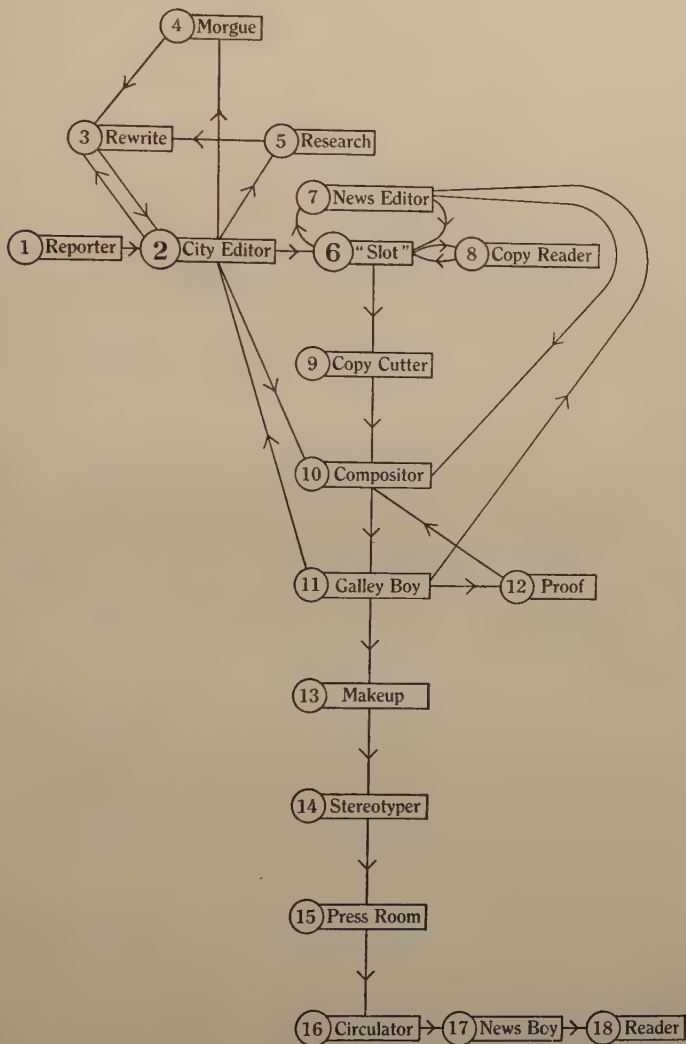
Every newspaper office has a list of technical terms relating to treatment of copy, each used in conveying desk instructions to copy-cutters, linotype operators, and bank men. These terms may be briefly summarized as follows:

"A matter" or "Letter A." Matter sent to the printer in advance of expected news happenings is marked "A matter" or "Letter A" to indicate that a "lead" will come later (examples: speeches, biographical data).

Add. An addition of late news to a story already written or in type. Usually tacked on at the end of the story, sometimes with a heading of its own.

Art. Pictures or drawings prepared to illustrate an article.

Bank. One of the divisions of a headline. Also a table for type.



THE ROUTE OF A PIECE OF COPY

Considering the many human channels through which the news must quickly pass before it reaches the reader, it is surprising that so few errors occur

SOUTHWESTERN JUNIOR COLLEGE
LIBRARY

Box head. A series of type lines inclosed by thin strips of metal, making a "box."

Bulldog edition. Earliest regular edition.

Bulletin. Late news developments told in brief, without details. A telegraphic message. Generally set in blackface type.

By-line. The author's name, printed above a news article.

Catch line. A line at the top of each page of copy as a signal to the composing-room in assembling stories and parts of stories.

Flash. A bulletin of the barest facts of a news event which has just taken place, often thrust into the middle of a running story.

Follow. A story written to follow another related story, and slugged "FOLO SUICIDE," etc., as an indication to the composing-room.

Folo. An abbreviation for "follow."

Hold. Marked at the beginning of copy or proof to instruct the make-up man not to print it until he has further orders.

Insert. Additional sentences or paragraphs to be inserted in a story already in type, giving more complete or more accurate information.

Jump. When a story runs from one page on to another the line of division is called the *jump*.

Kill. To strike out or eliminate copy, usually after it has been put in type.

Lead. The first sentence or paragraph of a story, usually containing the important facts.

Lead (pronounced *lēd*). Thin strips of metal inserted between lines of type to give more open space and more prominence to the story.

Pic. Any picture, whether prepared for use in the paper or not.

Precede. Material to be used at the head of a story, received after the story has been written.

Release. Advance copy is often sent to editors with instructions that it cannot be printed until a certain date.

Slot. The inclosure of the copy desk where news is assembled for the composing-room. The head of the copy desk is said to "sit at the slot."

Slug. (1) The identifying word or title of a story; (2) a solid line of machine-set type. Also refers to a compositor's number as inserted over the matter he has set. In the composing-room *slug* refers to a thick lead cast to the thickness of nonpareil (6 points) or to pica (12 points).

Streamer head. A head in large type extending across the top of the page.

Subhead. A head inserted in the body of the story.

Take. A piece of copy, usually short, prepared for the printer; sometimes, one sheet of copy from a writer.

Turn rule. An editor's instructions to the printer to turn the black face of the rule, thus indicating that the story is incomplete and that more is to follow.

§2

PROOFREADING

Verifying copy with proof. After the linotype slugs have been assembled by the bank man, the set matter is locked securely in a galley (a long brass receptacle) and taken to the proof press, where print of it is made on a long strip of paper. This is called



PROOFREADERS AT WORK

In the foreground are proofreaders, ranged about a hollow square, close to the proof presses and correction "bank" as well as to the battery of linotype machines. Some newspapers still cage their proofreaders, a practice unnecessary where the readers follow both proof and copy. Order and economy of motion are nowhere more necessary than in the composing-room

the first proof or the green proof. The next step is proofreading, a task usually given to two persons, one a proofreader and the other the copyholder. There are at present a surprising number of women proofreaders and assistants, or copyholders. The copyholder reads over the reporter's copy, while his companion keeps his eye on the proof itself, noting on the margin any discrepancies or typographical errors. Proofs are also sent to the respective

editors upstairs, although these executives seldom correct mere typographical errors, limiting themselves to changes in text.

Proofreading is an exacting trade. It demands common sense, a quick eye, a good memory, and a broad education. These elements are necessary if mistakes are to be rectified, misspelled words caught, and minor errors discovered. Many a newspaperman is saved from careless blunders every day by the exacting scrutiny of the proofreader.

A proofreader uses in his or her work a series of marks to indicate needed corrections. These symbols have become recognized in almost every office and will prove valuable to anyone who has occasion to read printed matter. They refer chiefly to typographical errors. The reader of proof, however, must also keep his or her mind upon the sense of the story, to ferret out the many words that, while spelled correctly, have no real mission in the sentence. The proofreader will cut out expressions wrongly used and substitute words of the same length, if possible, in order not to necessitate the resetting of several lines of type.

With the general use of typesetting machines, the work of reading proof has been simplified to a certain degree. Some errors are now mechanically impossible. The story given herewith is set by hand composition in order to show the operation of the system and to give examples of as many proofreaders' marks as practicable.

§3

STEREOTYPING

Reproducing newspaper pages. After a corrected proof has been taken and revised, the supervision of the proofreader ceases. The story is now ready for the next step toward publication. Acting upon instructions from the managing editor and the advertising manager, who generally submits a dummy page indicating the space taken by advertisers, the make-up men now begin to place the story in columns separated by brass rules. Once the columns are filled the make-up man's work is completed, and the "stone men" lock up the form in steel frames called chases. A form is matter in type, sufficient to make a page of a newspaper, usually

LOTTIE GILSON, ONCE A STAR, DOING A TURN IN MUSIC HALL.

Little Entertainer, No Longer Young, Has
Lost Much of the Charm That Made
Broadway Rave.

NEW YORK, July 9. [Special] Lottie Gilson, who once made Broadway rave to the tune of "The sunshine of Paradise alley" is doing a turn music hall at Fort George. Lottie works still because she has to. Old time theatregoers who recall the inimitable little entertainer will be touched at the irony of their favorite's fate.

She is no longer young, nor has she the twinkling toes of other days, and her voice has lost much of its charm. When Lottie Gilson, a demure Pennsylvania girl, made her debut a quarter of a century ago, she was instantly proclaimed a star; her salary jumped at leaps and bounds. After dozens of marriage proposals she married young J. K. Emmett, son of the comedian. Frequent quarrels led to their separation, divorce finally ending their marriage.

She finally returned to the Vaudeville Stage, resumed her own name, and again leaped into popular favor. Then nature interrupted and sent her an invalid to hot springs. There she met a harpist named Sully Dufree, and again Lottie in love. The romance was short and she soon dropped out of sight.

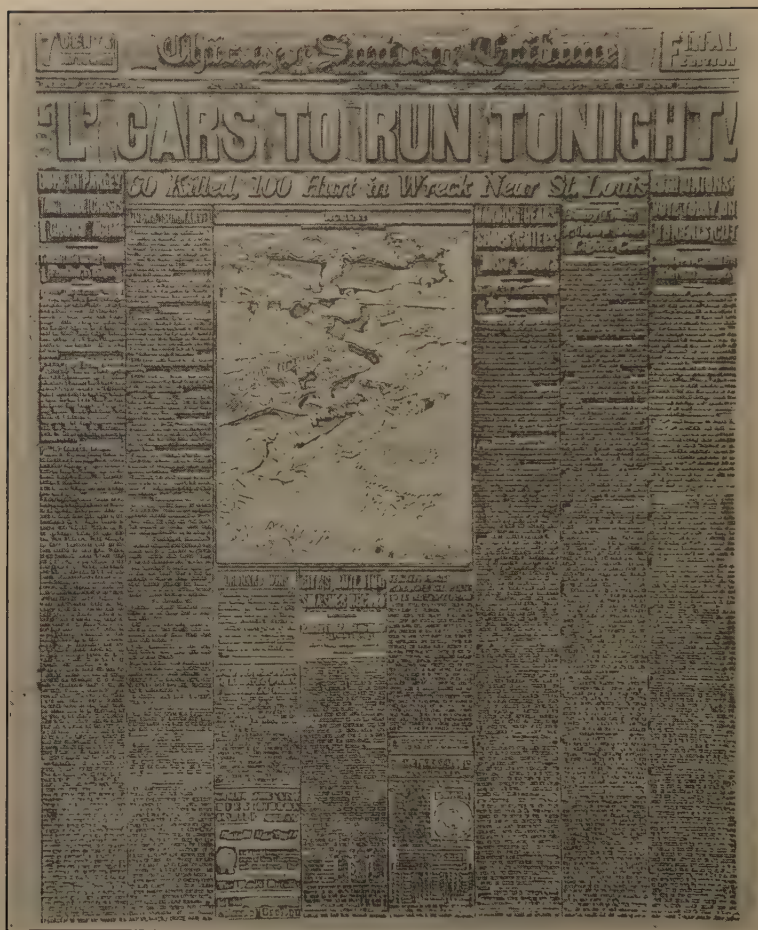
Occasionally Broadway would hear of the former star. One afternoon she was picked up in a destitute condition and taken to a hospital. She recovered, and through a friend was given a chance to make good in a cheap concert hall. Miss Gilson said today:

"I am through with matrimony. Two is sufficient, and I want to be left alone. I'm here trying out my old work and doing well. The people like me and I am sort of happy again. O, if I only could get back, but they say champions never come back."

X	Change bad letter
∩	Push down space
9	Turn over
7	Take out (<i>delete</i>)
^	Left out; insert
#	Insert space
∨	Even spacing
∩	Less space
○	Close up entirely
○	Period
○	Comma
○	Colon
;	Semicolon
'	Apostrophe
"	Quotation
-	Hyphen
=	Straighten lines
□	Move over
□	Em-quad space
1/1	One-em dash
1/2	Two-em dash
¶	Paragraph
No ¶	No paragraph
w.f.	Wrong font
.....	Let it stand
stet.	Let it stand
tr.	Transpose
Caps	Capital letters.
s.c.	Small caps.
l.c.	Lower case, or small letters
Ital.	Italics
Rom.	Roman

PROOFREADERS' MARKS

Proof as it comes from the compositors is apt to be full of errors. Proofreaders correct these mistakes by a standard series of symbols indicated in the margin of the proof. These marks are quite different from those used in editing copy



READY FOR CASTING PLATES

The matrix used for casting half-cylinder plates, which are later clamped on the press, is made of papier-mâché. Depressions, instead of ink, show the type outlines

seven or eight columns. Matter is said to be "in the form" when it occupies the place it is intended to have in the printed page. Matter in type, but not intended for immediate use, is described as "standing," or "live." Care must be taken to see to it that all the columns are closely packed; otherwise a jolt or a sudden

fall, after the chase is taken from the stands, may result in a scattering of type, a "pied" form. In a modern newspaper office, however, there is little danger of this accident, since the type is in the shape of lead slugs instead of movable pieces.

In smaller offices the paper is printed direct from the original form; but it is evident that a long run of many thousand papers



THE STEREOTYPING ROOM OF THE DETROIT *NEWS*

At the right are the electric tables where damp matrices are pressed onto type pages, or forms, under a pressure of 700 pounds to the square inch, and then baked dry under a pressure of 11 tons and a temperature of from 350 to 400 degrees. In the center "plates" are being cast from the matrix, reproducing the original type, and at the left they are being trimmed, cooled, and marked for identification by the pressmen. The stereotypers shown above handle 70 tons of metal a day and work under intense heat

would result in battered type and considerable delay, which to a newspaper means loss of both prestige and money. In larger offices, therefore, the form must undergo a reproductive or stereotyping process before actual printing begins.

In the stereotyping process the form is put face up on an iron stand, and a sheet, composed of many layers of tissue paper, placed upon the flat page of type. A heavy blanket is then laid over the tissue-paper mat, and the form is rolled under a heavy

cylinder, which subjects it to intense pressure, driving the face of the type into the texture of the papier-mâché. The mold, which carries a sharp impression of the type, is then quickly baked by steam until it becomes hard and brittle. This matrix, as it is known, is curved into a semicircular shape and placed within the casting-box, which is turned on end for the receiving of hot molten metal. After the plate is cooled and trimmed, it is ready to be attached to the cylinders of the press. Any number of duplicates may be made, depending upon the number of papers to be printed.

In former days the rough edges of the cylinders were trimmed by hand, but the invention of the autoplate has quickened the process, so that it is now possible to finish the plates at the rate of four a minute. Ordinarily the stereotypers have the first plate ready in fifteen minutes after a page of type reaches them from the composing-room, following this with duplicates every fifteen or twenty seconds.

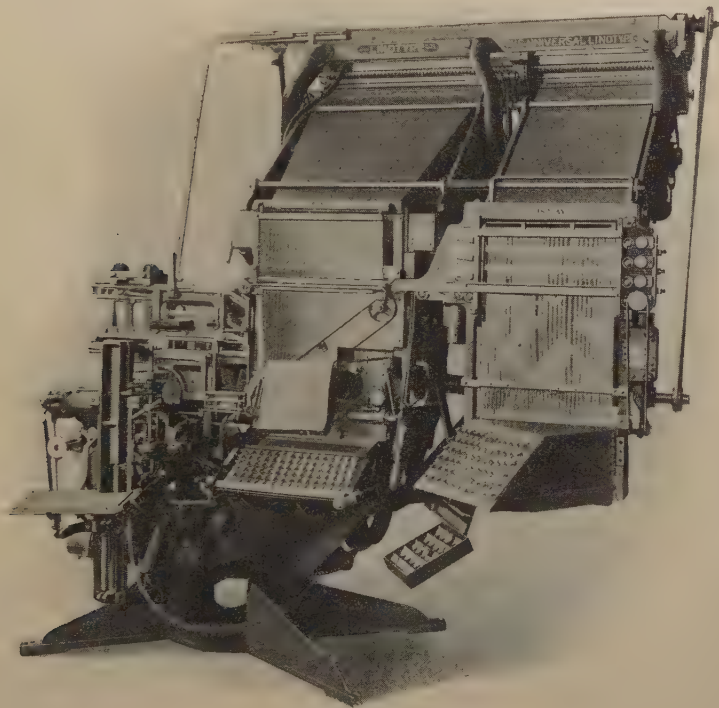
§4

TYPESETTING MACHINERY

In large newspaper offices very little typesetting is done by the old tedious hand method, except in the case of advertisements, and even these are today partly and sometimes wholly machine-set. The typesetting machine, which does five times as much work as the old-style hand compositor, is now a necessity.

The linotype. The linotype, invented by Ottmar Mergenthaler in 1885, is the pioneer of type-composing machines. It contains one or more keyboards, not unlike those of typewriters, and one or more magazines filled with small, thin brass plates with characters cut into one edge. The function of these plates, or matrices, as they are known, is to set and cast a solid line of metal type. This is accomplished by assembling the matrices and space bands required for a line of a certain length. The row of assembled matrices and space bands is then brought into contact with molten metal. The work is mechanically done. All that is required of the operator is the pressing of the keys and the pushing down of the lever which sends the assembled line on its way to casting position. As soon as one line has been cast, the machine deposits it in a holder and is ready to assemble and cast another.

The matrices are brass negatives of characters. Each different letter or figure has its own channel in a magazine, and as many as twenty like matrices can be accommodated in one channel. The matrices are carried from the magazine to the assembling elevator



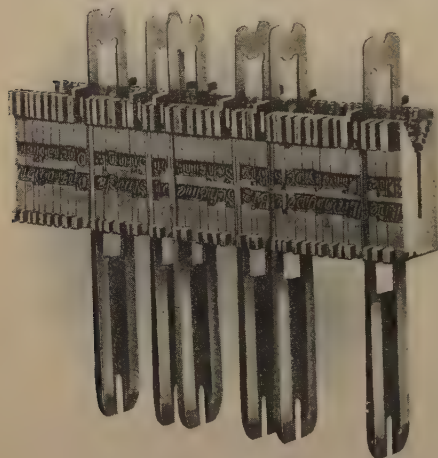
FIVE COMPOSITORS IN ONE

On this machine it is possible for one person to produce in the same time as much composition as ordinarily could be produced by five or six persons doing the work by hand. It also places at the command of the operator four different body sizes, seven different faces, or five hundred and sixty-eight different characters, in sizes from 5 to 36 point and in slug widths ranging from 4 to 30 picas

by means of a fast-moving belt, upon which they fall when the keys are pressed. The metal in the pot is kept molten by either electric or gas heat, regulated automatically. The pot contains a plunger which forces the right amount of molten metal into contact with the line of matrices and space bands in position against the face of

one of four molds in a circular disk known as the mold disk. After the slug is cast, the matrices are automatically returned to their proper channels, and the space bands are automatically returned to the space-band box.

The latest model linotype, Model 24, equipped with four main magazines and a display unit of two pairs of auxiliary magazines,



MATRICES AND SPACE BANDS

Each touch of a key releases a brass mold of a letter or a thin wedge-shaped band to separate the words. When a line has been thus assembled, it is cast into a slug by an automatic device; hence the name, *linotype*

versatile machines which set a wide range of type styles and sizes. The latest intertype sets lines, or slugs, of type seven inches wide, in sizes up to 36-point bold, full width, or 60-point bold condensed. It may be used for setting a great variety of head-letter and display-advertising type faces, as well as for text matter.

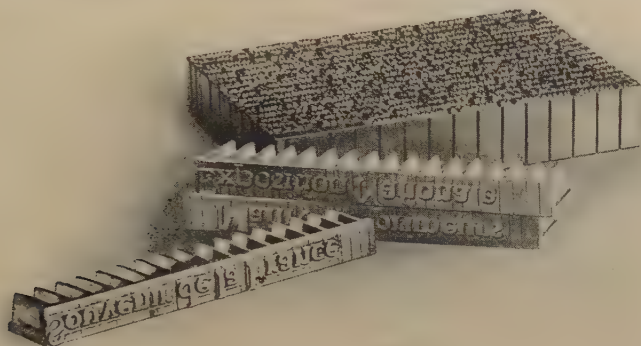
The general tendency in intertype design is toward simplicity, especially in the quick-change mechanisms. Another characteristic is the interchangeability of all parts on the various models carrying one, two, and three magazines. This interchangeability includes the intertype side magazine unit, an auxiliary mechanism

makes possible the production of virtually all sizes of composition without the operator's leaving his seat.

The intertype. While the intertype resembles the linotype in general design, and while the same matrices may be used interchangeably in both types of machines, there are many important differences in details of construction. The intertype is so standardized that users can buy the less expensive models, which are designed to set a limited number of type faces, and later convert them into

for carrying head-letter, advertising figures, and other special character matrices. This unit can be applied, either before or after shipment, to any standardized intertype.

The linograph. In late years another composing-machine, called the linograph, has been placed upon the market. It is designed especially for the small country paper and does not contain all the



SILVERED BARS OF THOUGHT

After the lines have been set on the machine and automatically cast, they drop down into what is called the *stick*. From this they are assembled for the form

specialized equipment of the larger machines. Its magazines are smaller and lighter and can be changed with great rapidity. The spaces made on the linograph are lower than those made on any other machine, preventing them from working into print on the press.

The wide use of these slug-casting machines has made possible the making of larger and better newspapers throughout the world. Many magazines and books are also machine-set.

The monotype. The monotype differs from the linotype in that its product is not a solid type line, but is a row of individual characters set side by side. The advantage of the process is that the printing is always done from new type. The machine is composed of two distinct parts, which operate entirely independent of each other. These parts, the keyboard and the caster, may be located in different buildings, and their operation may be separated by distance or time.

The keyboard of the monotype resembles that of any standard typewriter. When the operator presses the keys a series of holes are punched in a ribbon of paper about five inches wide. This ribbon, like the music roll on the player piano, is fed into the



THE MONOTYPE KEYBOARD

The machine has the standard-typewriter key arrangement, from which the operator sets the matter to be reproduced in type. The depression of the keys perforates small round holes in a paper ribbon which is used as the controlling mechanism for the casting machine in a manner quite similar to the paper ribbon on a player piano

caster and controls automatically the casting of the letters, at the rate of one hundred and forty a minute, and places them side by side in justified lines on a galley ready for the proof press.

The caster may also be used for the making of borders, rules, leads, slugs, and extra letters and characters, known to the printer as *sorts*. The monotype keyboard has a range of two hundred and twenty-five characters in twelve sizes of one dimension. It is accurate to two ten-thousandths of an inch.

The Ludlow. The Ludlow is a machine for casting large display faces for newspaper and magazine work. Mats of the various letters and characters

are taken from a series of drawers and placed in the proper sequence in a boxlike container called a stick. When a line has been thus assembled, it is placed in the machine, molten metal applied, and a solid type strip produced.

The invention and use of these labor-saving machines sounded the doom of the old-time hand compositor, a picturesque figure in the newspaper shops of a generation ago, particularly in the large cities.

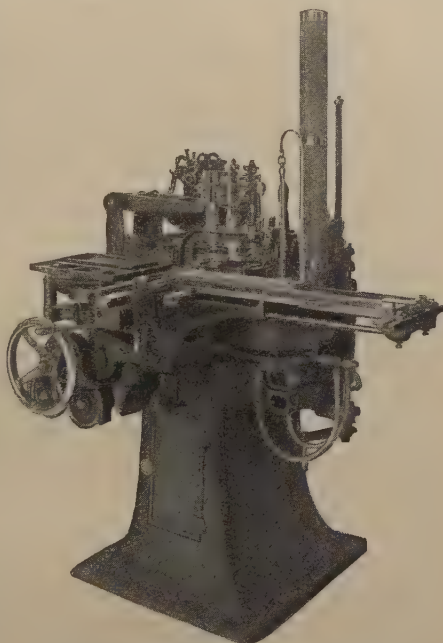
§ 5

PRINTING PRESSES

Speed and circulation. Huge web perfecting rotary presses, in reality a number of presses built together, are now used to print urban newspapers. They are devised to make the greatest possible speed because of the enormous number of copies that must be printed daily. R. Hoe and Company have contributed much to the development of this type of press since the first one was installed in the pressroom of the *London Times* in 1868.

Endless ribbons of paper of various widths are fed into the rotary press and come out completed newspapers, counted, folded, pasted, sometimes even wrapped for the mail. As many as 300,000 eight-page or 150,000 sixteen-page papers can be printed in one hour on the fastest of these machines.

There are three types of cylinders on the rotary perfecting press. The most important of these is the stereotype-plate-bearing unit, from which the machine derives its name. As many as eight curved plates of separate pages are locked on one of these cylinders, and the same number on the twin unit next to it. Two cylinders are always required in each



THE MONOTYPE CASTING MACHINE

This machine, under the control of the keyboard ribbon, casts types from hot metal and sets them into justified lines ready to be locked up for the press. This machine when not used as a composing machine is turned into a type foundry for making display type, space-material, continuous-strip material, leads, rules, slugs, and borders

unit, one for each side of the sheet. If there were eight plates on each cylinder, the result would be a 16-page paper. The two other types of cylinders are the platen, or impression cylinder, which revolves and presses the paper against the face of the type; and the inking roll, which operates between the automatic ink fountains and the surface of the type, regulating the color of the work. Not only is it possible to have duplicate cylinders in the press, but entirely new units may be added in the multiple machines, the product of each unit ultimately combining into an 8, 16, 24, 36, 48, or 64 page paper. Various multiple types are known as the quadruple, sextuple, octuple, double sextuple, double octuple, and the like.

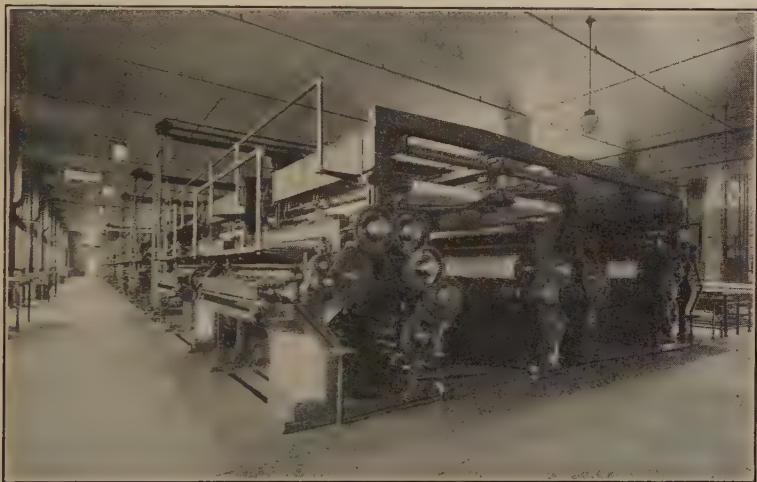
A remarkable achievement in speed is the "lightning folder" mechanism, designed and patented by R. Hoe and Company. The paper, after having passed between the plate and impression cylinders, where it is printed on both sides, is then taken over rollers to the folders, where it is given the longitudinal fold, cut in proper lengths, and given the final half-page fold ready to be delivered to its readers. An ingenious mechanism on the press pushes every fiftieth paper a little beyond the others, thus showing at a glance the number delivered. The motion of the folders is rotary and continuous, and their speed is restricted only by the limitations of paper, ink, composition rollers, and other conditions of printing.

The largest printing press in the world was recently delivered to a New York newspaper. It is the Hoe twenty-cylinder multi-color machine, composed of twenty separate printing sections, each section a complete unit in itself, but standard and interchangeable. The press is capable of turning out 8-page color sections, combined with 24-page magazine sections with various combinations of colors, at the rate of twenty thousand an hour.

"Fudging" the news. The making-over and recasting of an entire plate to take care of late news is no longer the practice in many newspaper offices, owing to the utilization of the "fudge," or "late news" device, a small printing cylinder chase which may be attached to a rotary press. The "beds" in this device contain wedge-shaped linotype slugs and are arranged with lock-up to hold them securely in place. A small fountain and the necessary

inking rollers are provided for inking the lines. Sometimes the printing is done in red or green ink to give greater news appeal.

The space for late news bulletins—notably results of horse and automobile races, football and baseball games, prize fights, elections, and the like—is carefully blocked out in advance, and the



THE PRESSROOM OF THE DETROIT NEWS

Diffusion of knowledge through the modern newspaper is made possible as a result of the development of the web press. This battery of synchronized units is 193 feet long and has a capacity of more than 500,000 sixteen-page papers, printed, cut, folded, counted, and delivered to the mailing-room every hour. The paper is fed in a ribbon from reels in the basement; passes between rollers "dressed" with the stereotyped plates, and into the folders where the mechanical process of producing the newspaper is completed. The ink is pumped through pipes from distant storage tanks into the "fountains" of the presses

regular plates stereotyped with blank space reserved for the printing of "fudge" matter. This arrangement is similar to the "stop press" practice in vogue on many English newspapers, but has greater advantages.

Methods of "fudging" the news are a great boon, particularly to the afternoon papers eager to print "hot" news at the earliest possible moment. The time may come when news pictures will be printed in the same way.

When announcement of an important news development is imminent, such as the election of the president of the United States, it is the custom on some enterprising, often overzealous newspapers to have two plates ready in the pressroom, each announcing a different result. As soon as the "flash" comes, the plate carrying the correct news streamer is quickly locked on the press, and in a few minutes the papers are on the street.

§6

NEWSPAPER "ART"


The making of illustrations. Newspaper pictures, now so distinct a feature in modern newspapers, are printed from plates made by the paper's engraving department. These illustrations are generally of two types—the line engraving and the half tone. A line engraving is a plate which reproduces black and white (a cartoon, for instance), and a half tone is an engraving which is full of gray tones ranging between black and white. By tone the engraver means the relative amount of light reflected by an object. In making the line engraving the old wet-plate process, long ago discarded in photography, is used. A plate of glass is first covered with an albumen solution and, after drying, is coated with collodion and later with silver nitrate to make it sensitive to light. This plate is exposed under a strong light to the drawing to be reproduced, and the first negative is made. The negative is removed from the glass, reversed, and by another exposure is transferred onto the final zinc plate.

The half tone reproduces photographs. It is made by photographing the original picture through a screen which breaks the light up into dots on a sensitized plate. The dots are massed according to the light and shade in the original, and the result is a gray tone. The screen used in newspaper work generally contains sixty-five lines to the inch, finer screens being used in other kinds of engraving. After exposure the half-tone negative undergoes the same chemical treatment as the line negative, excepting that it is generally transferred to copper instead of zinc.

§ 7

TYPE FACES AND TYPE DISPLAY

Display and body type. Type divides itself into two distinct classes: *body* type, used for plain composition in paragraphs of one face, like the reading-matter of the ordinary newspaper; and *display*, a general term denoting bolder, heavier faces made for headlines, advertising, and all other composition where emphasis is required.

While type foundries still compete with each other in designing novel faces or in reviving old ones, they have now reached a common agreement on standardization of sizes. The point system for measuring type bodies is today universally recognized. A point is estimated as $1/72$ of an inch, equivalent to $1/12$ of the standard pica . The old names of nonpareil, minion, brevier, and bourgeois for body type have been displaced by their point measurements—6, 7, 8, and 9 point respectively. Upon this basis foundries have built up entire families and styles of type faces. Divergencies, to meet various printing needs, are generally to be found in matters of width and height, not in radical innovations in face contour. For instance, the Cheltenham series offers the accompanying adaptations of face:

This is 12-point

Cheltenham Bold Extra Condensed

This is 12-point

Cheltenham Bold Condensed

This is 12-point

Cheltenham Bold Medium

This is 12-point

Cheltenham Bold Extended

Prevailing newspaper faces. The Gothics find a large and useful place in present-day newspapers, especially in news headlines, for which modifications of the original lining or square Gothics are

employed—mainly heavy and light condensed faces—to permit the maximum number of words in the single and double columns. A condensed medium Antique, as used in the *New York Times*, makes the cleanest and most legible headline type.

There is a growing tendency these days to break up the rigidity of headlines set in capitals through the substitution of lower case (the small letters of the alphabet), on the ground that lower case is much easier to read and more artistic in make-up. The typographical dress of the *New York Tribune* is made particularly harmonious and inviting because of this practice.

In line with magazine and trade-paper advertising, advertising display has also undergone many changes during the past few years. Almost all national and a goodly percentage of local advertisers now place their advertising accounts in the hands of agencies, which write, prepare, and look after the setting of the advertisements, as well as placing them. Such agencies know the value of a well-set advertisement, and consequently there are many expert printers, especially in the larger cities, who are proficient in writing copy and planning layouts. These typographers are employed mainly by agencies, although occasionally they consult directly with the advertiser. First the advertisement is electrotyped, following an O. K. from the advertiser, then cut blocks are sent to newspapers holding contracts for publication. Uniformity in space and display is thus assured. The practice permits the public to become thoroughly acquainted with the distinctive style of certain advertisements—notably the John Wanamaker stores—and makes for a higher quality of typography, not secured when each composing-room sets its own copy.

The leading advertisers have narrowed their use of type faces to a few families: Goudy Old Style, with italics and boldface; Kennerly Old Style, with italics; Cloister Old Style, with italics, bold face, and bold italic; Caslon Old Style, with italics; and a few others, such as Bookman, Scotch Roman, and the new Cooper series. These form the bulk of the best typographical practice, a practice characterized by a minimum of ornamentation and embellishment. Simple, plain-rule borders prevail for the most part; illustration and type face harmonize in tone and contour; liberal white space is distributed throughout the advertisement. In short,

the average advertisement, especially in the metropolitan dailies, gives evidence of having received expert attention looking toward proper presentation, so that the advertiser will receive maximum return for his expenditure. Newspaper space is becoming too expensive to permit cheap, ineffective experimentation on the part of ill-trained men. Advertisers find that it pays to employ specialists to write, illustrate, and set their messages in type.

Simplicity is the keynote of present-day typography. The hurried reader cannot find time these days to wade through crowded, illegible, badly arranged news stories and advertisements; he unconsciously picks out the easy-to-read messages.

It is important that reporters and editors make a study of type faces and their adaptability to different kinds of advertisements and news accounts. The tone of such typographical display is set by the combination of type faces. This is the business of the executives; the compositor merely follows their instructions.

§8

ADVERTISING

The value of advertising. The largest percentage of revenue accruing to the newspaper comes from the sale of advertising space, the value of which depends upon the character, rating, and extent of circulation. Because of the importance of advertising every large newspaper has a separate department organized under the business manager and in charge of an advertising manager. Under this advertising manager there are in turn several departments, organized according to the parts they play in bringing business to the publication. First, there is the division which caters to local advertising; second, the one that seeks national or foreign advertising; and third, the classified-advertising department, which endeavors to build up the newspaper's want-ad service.

In the old days publishers took what advertising came to them, but today conditions have changed. Now they sell service as well as white space. Several metropolitan newspapers maintain extensive merchandising and research departments which coöperate with the prospective advertiser in preparing his copy and marketing his goods.

Instead of soliciting the advertising in the city of publication, the modern newspaper endeavors to sell its services to advertisers of manufactured products in outside territory. To place before manufacturers facts about the market served by the newspaper, its character, and amount of certified circulation, the newspapers coöperate with the advertising agencies which give counsel to merchants and manufacturers.

A big city daily has special representatives in other cities, so that information about the newspaper is readily available. These representatives are really national advertising solicitors. City advertising is sought by local advertising solicitors from merchants and manufacturers.

Salesmanship through print. Perhaps the want-ad is one of the most effective means to gain the attention of a reader who seeks a position, desires to rent a room or an apartment, or is selling some article. Large city newspapers maintain many stations where want-ads may be left for publication, later to be telephoned to the central office.

The growth of the department store in American cities has been made possible through the use of newspaper advertising. If the merchants used handbills instead of newspapers, they would be forced to pay for both printing and distribution. Even then city residents would not welcome a handbill, for to the average man or woman a handbill is something to be thrown away or dropped into the wastebasket. And more important for the merchant to consider is that the cost of the newspaper advertisement is much less than the cost of printing and distributing handbills. The newspaper, moreover, is eagerly sought by men and women; they know that the news of the day is as needed in their lives as food and clothing.

Because of the educational value of advertising in emancipating housewives from drudgery, in teaching men ways of handling business more efficiently, and in showing firms and corporations more economical methods, advertising science needs the serious consideration of any man or woman who plans to enter either the editorial or the business side of journalism.

§9

CIRCULATION

The duties of a circulation manager. After the newspaper is printed the next problem is to distribute a product which is, perhaps, the most perishable of manufactured goods, for nothing is so uninteresting as yesterday's paper. Until recently the circulation



THE HOME OF THE DETROIT NEWS

Modern newspaper buildings are, at once, manufactories, efficient in the coördination of their parts, and architectural symbols of the press as a social institution. The needs of newspapers vary from desk room for the editor and a "job shop" with a flat-bed press, to such a plant as that of the *Detroit News*, occupying a full city block, with nearly a third of a million square feet of floor space and approximately a thousand employees

manager of a large city newspaper was distinctly a routine man whose duty it was to distribute the papers to several thousand newsboys, carriers, and news dealers in towns within several hundred miles of the city of publication. Today, on the other hand, the circulation manager of a large newspaper is a sales manager on a par executive rank with the advertising manager or editor. Not only must he supervise the routine of distribution, but he

must also endeavor to increase circulation by modern sales methods. Much of the increase of circulation must come from interesting a greater number of people who buy newspapers at the news stand. It is the policy of many metropolitan papers to select one "high spot" of the day's news on which a seven-column or eight-column banner head may be built, thus calling the passing pedestrian's attention to the big sensation of the hour.

The manager of circulation, distributing from two hundred thousand to five hundred thousand copies within a few hours, must also give his attention to successive editions. Earlier editions in the afternoon field are principally for outlying districts; editions coming out about noon are for home distribution by carrier as well as for street sales; later editions are almost entirely for street sales.

On a morning paper, where the first editions come off shortly after nine o'clock at night, the distribution is largely for subscribers and news dealers in the surrounding territory. Later editions are for carrier distribution and street sales.

Distributing papers within the city. Most dailies operate two systems of city distribution. In the first scheme the newspaper itself owns and controls the carrier routes and is able to list its subscribers' names; in the second, as is true of Chicago, city and suburban districts are allotted to news agencies which own the routes within their districts. Under the latter system the newspaper still controls the mail subscriptions. The advantage of the official-carrier system is that it provides economy of distribution, as several newspapers coöperate in having the same official district carriers, under whom the newsboys work.

Even under the district-carrier system the modern newspaper must have expensive equipment to convey the finished product to railway stations, interurban lines, and city districts. Fleets of motor trucks must be maintained.

Wherever possible, papers are distributed to outlying towns as baggage or express, for in many instances it is cheaper to send papers in this way than by mail.

If a number of papers are going by mail to one outlying town, they are wrapped in one package and addressed to the post office, where the package can be opened and distribution made by carrier.

The sales power of news. The circulation manager must know what the public wants in order to sell the product the editors have made. He must know how many people are in the territory he serves, together with some knowledge of their habits and customs. In a big sensational story on the front page, such as the news of the failure of several brokerage firms, the circulation manager must know that more copies can be sold in the sections where the investing public lives.

If there is a contagious disease in the packing-house district, more copies must be sent out for street sales in that district, because the presence of disease in the neighborhood makes it news of great pertinency.

Three tests of circulation. Circulation is the corner stone of newspaper success. Without circulation there could be no profitable advertising, for advertising returns are always based on the amount of space sold per circulation unit. Circulation is measured by its *length*, *breadth*, and *thickness*. The influence of the medium upon its subscribers' interest, as reflected in its news, service, appearance, and contents, as well as its political and business policy, may be termed the thickness of circulation. The length of circulation is determined by the number of net paid subscribers, while the breadth of circulation is determined by the extent of territory over which the product is distributed.

To check false circulation statements the Audit Bureau of Circulation, a coöperative organization whose membership is made up of newspaper and business-paper publishers, advertising agencies, and national advertisers, was organized in Chicago in 1914, and has since exerted a powerful influence in placing all newspapers on a more efficient and trustworthy business basis.

CHAPTER XI

THE COMMUNITY NEWSPAPER AND ITS PROBLEMS

The country paper still alive. Community or country newspaper publishing offers an attractive and lucrative field for those who are competent to fill the peculiar niche of the community newspaper editor and publisher. It is a field that is not passing, as many people imagine, and will not pass so long as the country town exists in the nation.

Of the approximately twenty-three thousand newspapers in the United States not more than one tenth are to be found in the larger cities. The rest are small-town papers—many of them small, crude, and poorly printed; but week by week these organs reach districts where city journals make little inroad, bringing the news and comment of most vital interest to the localities they serve. No paper among them is so insignificant as not to have some share in the general uplift of the community, a thing which cannot always be said of the metropolitan newspaper. Crimes and scandals are glossed over or subordinated, and first-page "spreads" that reflect upon private life and public honesty rarely find conspicuous place in the columns of the community press. These papers may be narrow in their range and circumscribed in their appeal, but their power is potent and their province secure.

The sphere of the community paper is entirely different from that of the metropolitan journal. It is the church of every hamlet and village, representing the intimate house-to-house life of the township or county. It deals with events and happenings the city paper neglects or scoffs at. It is in no sense a competitor of the urban press and cannot be driven from its field by sensational city dailies given the advantages of rural free delivery.

The small town rules America (writes an editorial writer in the *Omaha Bee*), because, instead of being a place of hotels, restaurants, and amusements, it is a place for normal living—where men

walk home to lunch from their offices and mow their own front lawns and weed their back-yard gardens and bid their neighbors across either fence the time of the day ; where they not only live in today, but remember yesterday and plan for tomorrow ; where families and communities retain, cherish, and transmit traditions. There beats the heart of America.

The editor and his work. Into this environment of journalistic endeavor comes the editor-publisher. He is recognized in the community as one of its big men by reason of his strategic position as the conductor of the town newspaper. Concerning him William Allen White, famous as the editor of the *Emporia (Kansas) Gazette*, remarks in his book "In Our Town":

He has given all his life to his town ; he has spent thousands of dollars to promote its growth ; he has watched every house on the town-site rise, and has made an item in his paper about it ; he has written up the weddings of many of the grandmothers and grandfathers of the town ; he has chronicled the birth of their children and children's children. The old scrapbooks are filled with kind things he has written. Old men and old women scan these wrinkled pages with eyes that have lost their lustre, and on the rusty clippings pasted there fall many tears. In this book many a woman reads the little verse below the name of a child whom only she and God remember. In some other scrapbook, a man, long since out of the current of life, reads the story of his little triumph in the world ; in the family Bible is a clipping—yellow and crisp with years—that tells of a daughter's wedding and the social glory that descended upon the house for that one great day.

Qualities necessary for success. The country editor must be a man of many parts, of strong common sense, of business acumen, and of agreeable personality if he is to make his paper successful. Not only must he feel the needs of his community and have a live interest in the world about him, but he must also consider the bread-and-butter proposition of collecting subscriptions, paying his printers' bills, and making his expenditures procure for his paper the best possible value for its readers. He needs to have both a broad education and plenty of gumption ; he must be able to write an editorial with one hand and to direct the business end of his paper with the other when occasion demands. The community newspaper has no room for the loafer. It demands energy,

grit, and resourcefulness. Much depends upon the man behind the paper. He need not be a printer; indeed, many of the most successful publishers of community papers are not printers.

But while the success of the community paper depends largely upon the ability and personality of the editor, it should not be forgotten that other factors enter into the proposition. Different communities need different treatment. The kind of newspaper that will succeed in one field will fail in another. In one community the merchants welcome the opportunity to advertise through newspaper columns, in another they must be taught the value of newspaper advertising, and the editor and publisher must have the requisite salesmanship and ingenuity to do the teaching.

Choosing the field. Can any suggestions be offered that will guide the prospective country editor in the selection of a field for his newspaper? The experience of country publishers is the only sure test. Many have discovered that, as a general rule, a good farming community, not too close to a large city, is preferable to a manufacturing community, where trade is apt to fluctuate. This does not necessarily mean that a rural community always has the advantage; it does mean that an agricultural district made up for the most part of native stock noted for its intelligence and thrift is more often a better field than a foreign population engaged in the mill or factory and having little permanent home interest.

Not only must the prospective small-town publisher survey his field carefully, but he must estimate the force of competition. Is the locality overstocked with papers? Is the town large enough to pay dividends? Is the population on the increase? As a general rule, experience has shown it the wiser plan to buy a run-down paper of some standing and with an established hold on the community and to build it up, rather than attempt the rather hazardous experiment of starting a new paper handicapped by a meager subscription list and the expense of new equipment.

This, however, is not always the case. Many communities may be found that are without a newspaper and in which one is wanted. Such a condition is especially true of sections of the West, where inducements are offered for the establishment of local papers. In such towns the banks or commercial bodies will

assist in financing the enterprise and in guaranteeing support. The names of these towns frequently may be secured from the supply houses that are selling to the community papers, as they are in touch with conditions through the territories they cover.

Every newspaper publisher must meet the problem of equipment in his own way. There are comparatively few localities today in which can be found newspapers printed on the old Washington hand presses. New drum-cylinder presses may be purchased as low as \$1000, and these presses will do a good grade of newspaper and poster printing. For a slightly larger amount two-revolution cylinder presses may be purchased which will answer for newspapers and a fine grade of book and job printing.

For the weekly paper with a limited amount of typesetting, a typesetting machine is not needed, and the installation of such a machine will frequently prove a financial burden rather than a help. When interest on the investment, cost of repairs, up-keep, and operation are taken into consideration and compared with the small amount of typesetting needed in the production of the paper, it will be found that the type can be set by hand at less expense than by machine. Where the amount of composition needed will keep two machines busy all the time, then a typesetting machine can be considered a valuable asset to the office.

The enterprising country editor should dispose of the old-fashioned type. He may exchange the old metal at the type foundry, receiving for it new type in various sizes of a popular series. His service to advertisers will improve, and job printing, upon which he depends for a part of his revenue, will speak for itself because of its up-to-dateness and attractiveness. Good equipment counts tremendously. It is poor economy to keep antiquated type and machinery; poor economy to waste time finding mislaid letters in a depleted font of type or in trying to utilize a bent piece of brass rule. It is a loss of time and good money in the long run, and the paper is certain to suffer financially.

Making the paper attractive. The small-town newspaperman should remember that he has a commodity to sell. If he is successful, he has learned, as does the wise grocer, to make his goods attractive to the buyer. Utilizing battered type of all sizes and styles, with no attempt to suit these heads to the story in hand or

COBB COUNTY TIMES

12 Pages

VOLUME 10

MARIETTA, GEORGIA, WEDNESDAY, MAY 17, 1927

PRICE: 10 CENTS PER YEAR

CHAUTAUQUA TO RETURN TO CITY IN 1923

Business Girls Chai Sages the
Contract for Their Back
For Fourth Year

GOOD PROGRAM THIS YEAR

New Thru Chautauques Would
Return Via Covered Car
Local Spokesmen

Spokes Here Thursday



R. P. HOBSON SPEAKS HERE ON TOMORROW

Famous Spanish American War
Hero to Give Free Lecture at
Methodist Church

Spokesmen Years to Rep: Right
on Congress: New on
Platform

PAVING GOING DOWN ON POW- DER SPRINGS ST

Workmen Expected to Start
Early Tomorrow

Contractors to Pave
Powder Springs St

Workmen Expected to Start
Early Tomorrow

Contractors to Pave
Powder Springs St

Workmen Expected to Start
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Workmen Expected to Start
Early Tomorrow

Contractors to Pave
Powder Springs St

LOCAL FARM BANK WILL MAKE LOANS

Regional Bank Ready to Loan Out
Farmers About \$30,000 Dur-
ing the Next Three Months

\$150,000 IS LOANED HERE NOW

Applications Are to Be Made
to Bernard Aubrey,
Secretary

E. R. Hunt Active Vice-Pres. of Merchants & Farmers Bank

Well-known Marietta Man Is
Elected to Responsible Position
in Wash. Bank

New Bank Official

Well-known Marietta Man Is
Elected to Responsible Position
in Wash. Bank

NATIONAL BANK IS NOW BEING ORGANIZED HERE

New Bank to Have a Capital of
\$100,000 and Surplus of
\$10,000 to Start

Strong Backing for THE BANK

Bankers Trust Company of At-
lanta to Be Its Finan-
cial Agent



BIG CLASS WILL GRADUATE FROM M. H. S. FRIDAY

Local High School to Hold
Largest Class in the
History of School

The graduation exercises of the
Marietta High School will be held in
the auditorium of the local high school
on Friday afternoon at 2 o'clock.

The school principal, Mr. J. H. Smith,
announced that the school will have
the largest class in its history.

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the largest class in its history.

THE OLYMPIAN OFF THE PRESS MONDAY MORNING

Local in the South Bank
to Be Published by
the High School

The Olympian, a weekly high school
paper, will be published on Monday
morning at 8 o'clock.

The school principal, Mr. J. H. Smith,
announced that the school will have
the largest class in its history.

The school principal, Mr. J. H. Smith,
announced that the school will have
the largest class in its history.

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announced that the school will have
the largest class in its history.

CLUB POOL OPENS ON NEXT MONDAY

Many Improvements Made
Since Last Year

Workmen Expected to Start
Early Tomorrow

Contractors to Pave
Powder Springs St

Workmen Expected to Start
Early Tomorrow

Contractors to Pave
Powder Springs St

Workmen Expected to Start
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Powder Springs St

Workmen Expected to Start
Early Tomorrow

Contractors to Pave
Powder Springs St

ST. JAMES CHURCH NEWS FOR WEEK

Services to be held at 10 o'clock
on Sunday morning.

The church will have a special
service on Sunday evening.

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The church will have a special
service on Sunday evening.

LOCAL CLUB GETS GOLF CUP FROM ALABAMA PLAYERS

The local club of the Marietta Golf
and Country Club has won the
golf cup from the Alabama players.

The local club of the Marietta Golf
and Country Club has won the
golf cup from the Alabama players.

The local club of the Marietta Golf
and Country Club has won the
golf cup from the Alabama players.

The local club of the Marietta Golf
and Country Club has won the
golf cup from the Alabama players.

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golf cup from the Alabama players.

The local club of the Marietta Golf
and Country Club has won the
golf cup from the Alabama players.

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THE LOG CABIN FELLOWSHIP CLUB HOLDS A MEETING

The Log Cabin Fellowship Club
held a meeting on Sunday evening.

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held a meeting on Sunday evening.

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The Merchants Read This Paper

They find it interesting, timely, and that is one
of the reasons that they prefer to use it for their advertising
knowing that all other people find it as interesting
as they do. It is a fine advertising medium.

That's why, more and more, The Times is coming to be
thought of first of all as a fine advertising medium
to get before the people.

The power of the good judgment as to the fact that
they get the results they looked for.

The Cobb County Times

More News for the Reader
More Conclusion for the Advertiser

ANOTHER INTERESTING NEWS DISPLAY

The modern small-community newspaper is as alert as its big brother in the city. This front page of the Cobb County Times is bright, newsy, and well made up. The stories are distinctly local, well written, and played up with good headlines and pictures, but without sensationalism

to arrange them in any sort of systematic balance, results in an unattractive first page. The editor who spends a little time in making his first page artistic by the use of clean, clear type, supplemented by pictures and headlines, and who refuses to commercialize it by the insertion of advertisements, is making a strong bid for popularity.

How can this attractiveness be secured? First, it can be achieved by the selection of good, readable series of type to be used as head letter for the various stories. This is a subject that few country editors study, yet it is one of much importance. Each item that goes into the paper, be it trivial or important, should carry a head to direct the reader. For the more important stories a 30-point condensed letter set in two lines, with liberal white space at each end, followed by a three-line or four-line inverted pyramid in lower case, appeals to many head-writers. For the less important write-ups a one-line head, followed by a three-line one in smaller type, will be found serviceable, as will also a break line in some good pica. In most offices the editor has a style card of all the heads employed, each designated by a number, so that it takes little time to select and write the caption. Few community editors feel that the first page should proclaim sensations in circus type sprawled all over the page. A little variety in the way of a two-column head for an unusually important story, or other change warranted by the subject in hand, does very well, especially as a means of balanced make-up, but standardized styles of type and headings will usually be found more satisfactory.

Once the stories are headed, what arrangement shall be adopted for the columns? Shall articles be jumbled together with no attempt at a definite plan, or shall the editor place the day's most important stories in the outside columns to set the tone for the rest of the page? Most editors will agree that the latter is the better way. Following this, fill in the stories according to their news value, setting one against the other until the eye approves. The result will not be hodgepodge. Its orderliness will invite attention and grip interest. A cartoon will also assist in giving distinction to the first page. No editor should neglect to print a few half tones from week to week. The cost is nominal; the expenditure brings large returns.

The writing of news. News is, of course, the backbone of success in newspaper publishing, but in its gathering hundreds of small-town newspapermen show their lack of training and foresight. When they do get a good story it is apt to be spoiled through inability to bring out the top feature in the "lead" and to give the entire episode interest and punch. If a young editor has had training in the exacting discipline of city journalism, he will find this experience of incalculable benefit. What is needed on most community papers is a keener zest for news and an ability to unearth and popularize stories which thrive at the office doors. Not only should the editor tap all these sources himself, through constant association with men and women, but he should spur on his correspondents, urging them to find and record all unusual happenings. Training is essential, of course; but it is surprising what can be accomplished when these rural news-gatherers add enthusiasm to experience. A subscription to the paper and stamped envelopes for their letters (perhaps, also, a small remuneration for each column of printed correspondence) will repay them for their efforts. To show appreciation of the good work of these volunteer news-gatherers, the editor may at Christmas time send them a year's subscription to some magazine as a gift, or invite them to a correspondents' picnic in the summer. Once these letters are arranged under a suitable department head, attractively led by the important gleanings of the week, the newspaper has done much to interest its rural subscribers, by far the largest and most responsive group on its list. This likewise holds true of the small daily. In all such work the importance of promptness of service should be emphasized.

Recording agricultural interests. Agriculture lies at the base of all material prosperity in the United States. Every large city depends upon the farmer for its foodstuffs; to the smaller town the relationship is all the more intimate. The community paper, therefore, that neglects the farm and farmer is not giving adequate service to its readers, nor can it excuse itself by the smug philosophy that it is a town newspaper. It should keep an eye upon the countryside as well as upon Main Street. This implies more than an alert corps of correspondents. Country correspondence does not mean mere chitchat from Cherry Ridge or Polk Grove, jottings

which so many editors interpret as typical country items. There should be news of farming as an industry, news from the farms of the same sort and variety as that which is printed from town. A real country newspaper is almost always justified in eliminating a town story to make room for a live item from a farm.

In many prosperous farming communities the average farm represents an investment of from \$25,000 to \$30,000, considerably more than that invested in the average business in town. What happens on these \$30,000 farm businesses and around them is important—and a host of things can happen there. A purebred bull valued at \$500 or \$5000 may be brought to one farm to revolutionize the dairy industry of a whole neighborhood; a new barn, wonderfully equipped, may be erected on another; a record-breaking yield of grass or grain may be grown on a neglected field; a cow owned by a farmer may set a new milk-production mark for the county or state; extension workers from the state agricultural college may hold a meeting in a rural schoolhouse with a hundred farmers out to hear them.

Farm auction sales; activities of creamery operators, stock shippers, or other coöperative farm organizations; diseases of stock or crop and methods of fighting them; tiling and farm improvements,—all these constitute significant news for the country paper. The farmer wants to know these things,—not merely the tittle-tattle that Mrs. John Brown, wife of "our" prominent banker, entertained with an afternoon tea last Thursday, or that Miss Sallie Parks is spending the week with her brother's family in Welford Center, or that Jake Wise is down with his usual winter cold. The farmer and the farmer's wife are the ones who read the paper from first page to last, and they have a right to get the news they want.

The wise community editor, if he senses his opportunities, can turn many of these \$25,000 business managers into his best advertisers. Why should not the \$25,000 farmer advertise his products of live stock, poultry, or berries just as intelligently as the grocer, the baker, and the clothier. In some of the strong weeklies in Iowa, Illinois, and Minnesota, for instance, from 30 per cent to as high as 80 per cent of the advertising carried at some seasons of the year is purely local farm advertising. The Owatonna (Min-

nesota) *Journal-Chronicle*, the Madison County *Democrat* (London, Ohio), the Kossuth County (Iowa) *Advance*, the Bureau County *Republican* (Princeton, Illinois), the Nevada (Iowa) *Evening Journal*, are good examples of this specialization in farm advertising. The Nevada *Evening Journal* was one of the pioneer country papers in the United States to develop this sort of publicity.

Printing feature material. Another important factor in the making of a successful country weekly is the use of good feature matter from week to week. How often do country editors say: "Nothing doing this week. No news to print." Now, if there is "nothing doing," the subscribers should never suspect it. Never admit that the week is dull. There are hidden sources of news in every community waiting the investigation of some enterprising news-gatherer. One community paper started an inquiry to find out the oldest house in the county; there were several claimants, and subscribers were eager to give information. Pioneers have entertaining reminiscences; farmers glory in bumper crops and prize-winning cattle; an old soldier has vivid recollections of the battle of Gettysburg; a business man has just returned from a Western trip and is full of experiences. Salt these things down. Then some day when news is scarce, draw on the barrel.

There are many things the paper can print that are not local, but which will appeal to readers, and these things may be secured in various forms at but small cost. The most practical of these forms are newspaper plates and ready-prints. In using either of these the editor should utilize discretion in the selection of the material, and not use them as fillers. The list includes such things as serial stories by prominent writers, agricultural departments, practical household and fashion material, cartoons, comic strips, humorous matter, instructive articles, analysis of the news of the week, pictures illustrating news events, and the like.

Larger papers secure much of their general feature material from newspaper syndicates, and the use of newspaper plates or ready-prints on the part of the community papers is but the application of the newspaper syndicate idea to their needs, offering to them feature material in such mechanical form as is best suited to their use.

It should never be forgotten, however, that the first stay of the community editor is the recording of local interests. The employment of plate and ready-print service should be supplementary. When intelligently used these adjuncts of publishing add value to the paper. When they constitute the bulk of the entire week's output, they cripple rather than help the newspaper as a representative news medium.

It should be the ambition of every newspaperman to please the majority of his readers. If he has a large rural constituency, he should print a farm column, some household miscellany, a poem, a half-column of clipped humor, another of bright clippings from exchanges, a grist of school happenings, a reader's letter box, a budget of neighborhood happenings gathered by the rambler on his trips through the county, and as many sketches of people and events as can be secured. This is not to the exclusion of local news, a field in which the community paper is supreme. The employing of localized feature stories bearing directly on the life of the town and county is certain to add patrons to the subscription list.

Building advertising patronage. The reason so many small-town merchants do not advertise is because they do not feel the need of it. The real value of the newspaper as a maker of trade has never been pointed out to them. Jones, because he does not receive returns from a card bearing the information that "John Jones has the best stock of groceries in the town," declares that advertising does not pay. It should be the business of the editor to show him that it does pay and to keep Jones in the paper with a good-sized "ad" every issue. To this end the editor should write the advertisements himself, if necessary, quoting prices and inviting inspection. Illustrations and artistic typographical display—not intricate rule work set off by poster type—will serve to awaken interest in some specific thing that can be secured at a certain time at a great bargain.

The editor should make an effort to establish friendly relations with county officials who control legal advertising. Legal publicity pays well, usually one dollar per square. Notices of seasonal sales and the like should also be solicited, and special bargain days encouraged. As a rule there is little trouble during the midwinter holidays; most papers run into slack business during the summer.

The old conception that anything may be taken in payment for advertising already is in its death throes. Most editors now have the good sense to consign questionable propositions to the wastebasket. If an advertisement is worth a contract, it should be accepted at cash rates and at a profitable margin. The acceptance of quack-medicine display advertising at eight or ten cents an inch per insertion not only lowers the good name of the paper but utilizes space that might be occupied by more profitable stuff. No editor can keep his self-respect by giving space to cheap-Jacks.

Some years ago the National Editorial Association drew up a charge per advertising inch, based on the paper's circulation. It deserves the close study of every man who wants to make advertising pay. Note these figures:

For 500 or less circulation,	20 cents.
For 1000 or less circulation,	25 cents.
For 1500 or less circulation,	30 cents.
For 2000 or less circulation,	35 cents.
For 2500 or less circulation,	40 cents.
For 3000 or less circulation,	43 cents.
For 3500 or less circulation,	46 cents.
For 4000 or less circulation,	49 cents.
For 4500 or less circulation,	52 cents.
For 5000 or less circulation,	55 cents.

Building a subscription list. Some of these considerations may also be applied to subscriptions. It takes tireless energy to keep a subscription list intact and to increase it. Subscriptions do not multiply by chance. The first requisite is to print a paper that people want to read and for which they are willing to pay.

The editor should see to it that a solicitor is on the road at least once a week, stopping at all the farmhouses, and even in the hamlets and villages, in the effort to secure subscriptions. It pays, as hundreds of successful publishers will attest. Unpaid subscriptions should not be carried indefinitely. Luckily the drastic action of the post-office department has reduced considerably these deadhead subscribers, and every businesslike editor should see to it that only good names get into his card index. If the paper is worth reading, it is worth paying for at a respectable price. Few up-to-date editors believe in dollar or even dollar-and-a-half week-

lies. Why should not the publisher meet the demands of the times and issue his paper at a profitable rate, stopping it promptly on the expiration of the subscription? Many editors need to put the right cash value on the service they give.

It is shortsighted policy to cheapen a paper by offering premiums, by engaging in voting contests, or by putting it on the bargain counter in combination with other papers.

Counting the profits. Approved business methods should be adopted by a young man just starting his newspaper career. Since income from the respective departments of circulation, advertising, and job printing is somewhat limited, systematic and careful attention must needs be given to the business of creating a profitable enterprise.

Every publisher should know his paper's exact financial condition. He should operate a cost system, whereby the cost of every job of printing—including the newspaper—may be accurately determined by an estimating blank which inventories all operating expenses, including ink, paper, composition, labor and other items involved, at the same time taking account of depreciation of machinery, office rent, insurance, bad bills, and increases in cost of production. A fair profit is also provided by the blank. The system likewise discovers leaks brought about by dissipation of energy, waste of time, careless figuring, poor equipment, and warns the editor to stop these leaks before business suffers.

The cost system sounds the alarm to the community editor who has not taken time and pains to learn whether he is losing or making money. It tells him whether he is getting good return for his investment, whether he is building up a reserve or going into bankruptcy. He may be chagrined to find he is not receiving as much for his advertising as it costs him to put it in type. Perhaps waste paper and spoiled sheets are adding to his losses; perhaps his office machinery is poorly arranged and some of his workmen inefficient and lazy, perhaps unnecessary. At any rate, all guesswork is eliminated by the cost system.

In brief, there are only three ways for an editor to make a profit: (1) produce a paper that his community wants to read; (2) sell the paper at a fair price; (3) get advertising at a good margin of profit.

A strong editorial policy. The editorial page in the local paper is important. Some editors fail to realize this fact. It is here that the editor has an unexampled opportunity to make himself felt as a potent influence in the promotion of good citizenship, good roads, good schools, good farming, just as it is the duty of the newspaper to stand squarely on moral questions and to battle for the best interests of its supporting community. People as a whole sustain a large-hearted newspaperman of courageous convictions and unimpeachable integrity. The editorial conduct of a newspaper offers abundant opportunity to young college men with social vision and to metropolitan reporters endowed with leadership and a zeal for public service.

It is a wise policy for the small-town editor to get into politics, but he should never be enslaved by the machine. He should learn to indorse men and policies, not worn-out party platforms. He should take a real part in uplifting the community, in coöperation with other public-spirited citizens and institutions. The real editor is called upon to unify and vocalize his community.

No finer workaday creed for a community editor has ever been devised than that written by M. V. Atwood of the Extension Division, New York State College of Agriculture, Cornell University. It reads:

A COUNTRY EDITOR'S CREED

I believe in my job.

I believe that running a good country newspaper which serves and represents its community is as worthy as running the biggest metropolitan daily. Because of my belief:

I shall at all times be fair to everyone in my community, expecting frequently to be charged with being unfair.

I shall not discriminate against the person who does not advertise in my paper or who does not buy his printing of me.

I shall not be afraid to champion the poor man's cause for fear of the wrath of the rich man.

Nor shall I be afraid to stand by the rich man when he is right, for fear of being charged with having sold out to him.

I shall temper justice with mercy. My columns shall not shout aloud to my community the shame of individual or family when that shouting can render my community no good.

On the other hand, I shall not condone evildoing in high places lest by publishing the evil deed to my community my pocketbook shall thereby suffer.

I shall scan what goes into my advertising columns as closely as that which goes into my news columns, realizing that every column of my paper speaks of me.

I shall always remember that politics is not a game but a responsibility, and when I write I shall make sure what motive is behind my utterances.

I shall not hate my competitor, but remember he is human and likely to err the same as I.

I shall belong to, pay my dues to, and attend regularly, my local, state and national editorial associations.

I shall charge what my work is worth, realizing that by so doing I can serve my community best.

I shall respect and honor my profession, believing that it is a high calling.

In brief, I shall conduct my newspaper like a gentleman and a Christian, realizing that no ministry is more sacred than that to which I have been called.

APPENDIX A

DICTIONARY OF WORDS AND PHRASES COMMON TO NEWSPAPERS

A. Use *a* before words beginning with a consonant sound, expressed or implied; as, "a horse," "a useful book." Use infrequently in opening a paragraph of a newspaper story. Use *an* before words beginning with *h* in which the *h* is not sounded; also before words beginning with vowels. *A* often implies that the person or object is not well known.

A distance of. Not necessary. "The man fell 50 feet" is enough.

A dollar per diem. Latin objectionable. Say "a dollar a day."

A number of. Not sufficiently definite. Specify.

About 500 were present. Omit *about* and spell out 500.

Above. Incorrectly used in speaking of numbers or measurements. Say *foregoing* when referring to statements, pages, and the like.

Accord. Rather pompous. *Give* is simpler and stronger.

Actual photographs. All photographs are actual.

Administer. Used with reference to medicine, governments, or oaths. Blows are not *administered*, but *dealt*.

Aged 50 years. Preferable to 50 years of age.

Aggravate. Means "to increase"; not synonymous with *irritate*.

All. Proper usage confines it to number; as, "All were present."

All the farther. *As far as* is correct.

Allege. Not synonymous with *assert*.

Allude. Do not confuse with *refer*.

Almost fatally injured. Trite. Specify the injuries.

Along this line. Worn threadbare.

Alternative. Indicates a choice of two things. Incorrect to speak of "two alternatives" or "one alternative."

Amateur. Should not be confused with *novice* or *apprentice*.

Ambassador, envoy, consul, minister. See the dictionary before you use these words.

And. A connective. Seldom used in beginning a sentence. Proper usage does not recognize it before *which* or *who*, unless these words have preceded in the same sentence and in the same construction.

Any one or none. Use in speaking of more than two; *either* and *neither* are used when speaking of only two.

Any way, shape, or form. Lengthy and trite.

Apiece. Do not use for persons; say *each*.

Appear, look, smells, seems, etc. Take an adjective complement.

Appertains. Say *pertains*.

Apprehend. Say *arrested* or *captured*.

Appropriate exercises. Put a little more thought on your work when you write a phrase like this.

Artiste. Obsolete for *artist*.

As. Can never be used in place of *that*.

At the corner of. *At* is sufficient; as, "At Spring and High streets," unless you wish to specify the exact corner.

At 4 o'clock. Put the hour before the day; as, "at 4 o'clock yesterday afternoon."

At length. Do not confuse with *last*.

Audience. An *audience* hears, *spectators* see.

Authoress. Say *author* and *poet*.

Autopsy. An autopsy is *performed*, not *held*.

Avocation. A man's pleasure, while *vocation* is his business or profession.

Awful. Means "to fill with awe"; not synonymous with *very* or *extremely*.

Back of. Say *behind*.

Bag. In stories of crime say *capture*.

Balance. Used in connection with weights and measures and as a banking term. Not synonymous with *rest* or *remainder*.

Bank on. Use *have confidence in* or *trust*.

Banquet. Only a few dinners are worthy the name. Do not confuse them.

Beggars description. Trite.

Beside; besides. The first word means "by the side of"; the second, "in addition to."

Bids fair. Worn tawdry by much use.

Blood. Much overdone in stories of crime. Do not make unpleasant pictures.

Boston (Mass.). Boston is sufficient without the state, as are also New York, Cleveland, Philadelphia, Pittsburgh, and names of other towns of similar size and importance.

Build. Preferable to *erect* or *construct*.

Burst. Past participial is *burst*, not *burst*ed.

But. Avoid using in sense of *only* and *except*.

By. "A man by the name of Jones" is indefinite. Better say "a man named Jones" or give complete identification.

By. Use instead of *with* in such sentences as "The effect was gained by colored lights."

By the use of. Often *by* is sufficient.

Calculate. The word has a mathematical connotation and should not be used as a synonym for *think*, *expect*, *presume*.

Canine. *Dog* will serve your purpose.

Capital. The building is the *capitol*; the city is the *capital*.

Casualty. Should not be confused with *disaster*, *accident*, *mishap*.

Checkered career. Trite.

Chief magistrate. Stilted. State his official position.

Citizens. Not a synonym for *persons*.

Claim. When you mean *assert*, do not use *claim*.

Collide. To *collide* both objects must be in motion.

Color. Superfluous when naming a color; as, "the cart was red," not "the color of the cart was red."

Commence. *Begin* is shorter and stronger.

Compared with. Use *compared with* in speaking of two things coming under the same classification; use *compared to* if the classes are different.

Conclude. Not synonymous with *decide*. *Conclude* means "to finish."

Conflagration. Say *fire* or *blaze* unless the fire is widespread and very disastrous.

Consists in. Distinguish between *consists in* and *consists of*.

Consummation. Consult the dictionary before using. Avoid saying "The marriage was consummated."

Contribute. Rather heavy word for *give*.

Convene. Delegates, not a convention, may *convene*.

Cortège. *Procession* is better in stories of funerals, unless of a state ceremony.

Couple. Used only when two things are joined, not of separate things.

Crime. Do not use as a synonym for *vice* and *sin*. *Crime* is a violation of the law of the state; *vice* refers to a violation of moral law; *sin* is a violation of religious law.

Crying need. If it is a crying need, using this phrase will not emphasize the fact. It is too trite and worn-out to convey much meaning.

Dangerously. Not *dangerously*, but *critically* or *alarmingly* ill.

Darky. Better say *negro*.

Data. *Data* is plural; *datum*, singular.

Date back to. *Date from* is better.

Dead body. A person is not a *body* until he is dead.

Death car. As old and as much used as *automobile*.

Deceased. Use the man's name or say *dead*. Do not use *decease* as a verb.

Departed this life. Euphuistic for *died*.

Depot. A French word that may apply to a variety of things. When you are speaking of a railway station, do not use *depot*.

Destroyed by fire. Why not *burned*?

Devouring element. Often used in interchange with *greedy flames*.

When *fire* will do, say so.

Diferent from. Not *diferent than*.

Do away with. *Abolish* is shorter and less awkward.

Dock. Do not confuse with *pier* or *wharf*.

Doing as well as can be expected. Be specific. Long use has made this phrase ridiculous.

Dollars. Takes a singular verb unless each dollar is thought of separately.

Don't, doesn't. Colloquial; permissible in newspapers. *Don't*, the contracted form of *do not* belongs to *I, we, you*, and *they*; *doesn't*, the contracted form of *does not*, is correctly used with *he, she, it*, or corresponding nouns.

Dove. Should not be used for *dived*.

Dull thud. Ready to be pensioned. State the fact.

During. Often confused with *in*. *During* answers the question How long? *in*, the questions When? At what time? As, "He was in Paris during September"; "The telegram was received in the forenoon."

Effect, to cause, accomplish; as, "He effected a great reform." *Affect*, to have an *affect* on; as, "This will certainly affect the committee's attitude." The only noun is *effect*.

Either, neither. Use only when speaking of two.

Elicit. Literally, "to draw out against the will." Used inaccurately by many reporters.

Emigrant. Do not confuse with *immigrant*. An *emigrant* leaves and an *immigrant* comes in.

Entertained lavishly. Rather like "a good time was enjoyed by all."

Entirely surrounded. *Entircly* not necessary. How else could a thing be surrounded?

Event. Should be carefully distinguished from *incident, affair, occurrence, or happening*.

Every. Sometimes inaccurately used instead of *all*. Cannot be applied to a thing which is inseparable. Refers to singular antecedent and requires singular agreement in verb and modifying pronouns.

Everyone. Takes a masculine singular pronoun following it.

Exposition. Often used incorrectly for *exhibit*.

Facile pen. It is an indication of a lack of one to use this term.

Farther. Denotes distance. In other connections use *further*.

Feature. Never use as a verb.

Fewer than. Use only with numbers. In speaking of quantity use *less than*.

First rate. Slang when used as a predicate adjective.

Floral offering. A stock expression to be avoided.

For. Phrases like "for three weeks" should not be overworked.

For a period of; for the purpose of. *For* is sufficient.

Former. Preferable to *ex-* in such expressions as "the former Judge Brown."

Forwards. Omit the final *s* in this word and words of like character.

From. A person dies *of*, not *from*, a disease.

From hence. *Hence* is sufficient.

Future before him. That is where futures usually are. It is not necessary to specify.

Game. Do not use in speaking of a profession, especially "the newspaper game."

Gentleman. An English term. Better use *man*. *Gent* is insufferably vulgar.

Get. Never say "get to go"; use "be able to go."

Glad rags. Cheap slang.

Graduate, as a verb. Colleges *graduate*, students are *graduated*.

Great beyond. Its triteness needs no comment.

Groom. Quite a different person from bridegroom.

Gutted. Never say a fire *gutted* a building.

Had. Never say "had his arm cut." *Had* implies volition.

Head over heels. Too trite to be expressive.

Heart of the business section. Trite.

Heart failure. The cause of all the deaths in the world. If a person dies of *heart disease*, say so.

However. Transpose from the beginning of the sentence to the middle.

Hung. In stories of executions say *hanged*. Avoid the *fatal noose*.

Hurled into eternity. Strenuous circumlocution for *hanged*.

Hymeneal altar. Florid substitute for *chancel*.

I. Never use except in a signed article.

Immense. Carelessly used. Literally, "what cannot be measured."

Immoral. Not synonymous with *unmoral*.

In. *In* a street is preferable to *on* a street. Houses are part of the street *in* which people live; beggars live *on* the streets.

In or into. *In* means the place where; *into*, the end of motion.

In good shape. Say *well*.

In this city. Mention the name of the town.

Inaugurate. Implies solemn ceremonies, such as inducting into office. *Begin* is a better and simpler word for ordinary purposes.

Individual, as a noun. Indefinite. Give the person's name, or refer to your subject more specifically.

Indorse. Not synonymous with *approve*.

Infinite. Different from *great*, *large*, *vast*.

Injured. Used in speaking of persons or animals, never of things, which are damaged.

Inside of. Of redundant.

Interred. Use *buried*.

Invited guests. Guests usually are invited, so omit the adjective.

It goes without saying. Trite.

Its. Discriminate between *its* and *it's*.

Japs. Say *Japanese*.

Justice. Do not use for *judge* unless you are speaking of the presiding officer in a police court, court of justice, or supreme court.

Kiddies. Say *children*.

Kind. This kind, not these kind.

Kind of. Use *somewhat*.

Lady. Use *woman* unless you are drawing social distinctions.

Large and enthusiastic audience. Sadly overworked.

Last. Not synonymous with *latest*.

Leave. Often confused with *let*. *Leave*, as a verb, must have an object unless used with the meaning "to depart."

Leave go. *Let go* is the proper phrase.

Leaves a widow. How can he? Better say *wife*.

Leg. When you mean *leg* do not say *limb*. Specify which leg.

Less than. Used in speaking of quantity; *fewer than* is used for numbers.

Lie. Present tense. *Lay*, past tense; *lain*, past participle.

Like. Never used as a conjunction.

Line. Do not use for *business*.

Live at. Better than *stop at*.

Loafer. Use of this word is uncalled for and questionable.

Locked up. Unnecessary in stories of arrest.

Lurid. Incorrectly used for *bright*, *glaring*; literally, *pale*, *gloomy*, *ghastly*.

Majority. The lead over *all* others; not to be confused with *plurality*, which indicates the lead over one other.

Marry. The woman is *married* to the man by the clergyman.

Materially. Not synonymous with *largely* or *almost*.

Mathematics. Singular.

Matter. Use infrequently.

Mean. A dog is *vicious*, not *mean*. *Mean* is *lowly* or *base*.

Memorandum. Singular. *Memoranda*, plural.

Minister. Be careful in using ecclesiastical terms. Distinguish between *minister*, a term used in Protestant churches, and *priest*, used in Catholic churches. Every preacher is not a pastor; a pastor has a church, a minister may not.

'Most. Baby talk for *almost*.

Mr. To be used when the Christian name is not given, otherwise omitted except in formal writing, as in the society columns.

Mrs. The title of the husband should not be used with the abbreviation *Mrs.*—"Mrs. Dr. Smith." Give the full name, "Mrs. William Dana Smith."

Murderous. Do not confuse with *deadly* or *dangerous*.

Mutual. Means *reciprocal*, not *common*.

Myself. Must always be used with *I*, never *alone*.

Named after. *Named for* is correct.

Née. Give only the last name, "Mrs. Williams née Lester."

Negress. Say "negro woman."

Never in the history of. The expected phrase. Find another.

Nice. Means *exact*, not *agreeable* or *pleasant*.

No good. Say *worthless*.

Nom de plume. If you must use the French for *pen name*, or pseudonym, say *nom de guerre*.

Notorious. Very different from *famous*.

Nowhere near. *Not nearly* is correct.

Occur. Anything *occurs* when accident or chance enters into it, as a wreck, an explosion. Events *take place* by arrangement, as funerals or weddings.

Off of. *Off* is sufficient.

Old adages. There are no new *adages*.

On. Unnecessary in referring to days of the week; as, "on next Tuesday." Say "July 25" not "July 25th"; conversely, "the twenty-fifth of July."

On the part of. Why not use *by*?

One. Weakens the sentence when used, for example, as, "The case is a difficult one."

Only. Often misplaced in the sentence. Place it as near as possible to the word it modifies.

Out loud. *Aloud* is the word to use.

Over. Not to be used when *more than* is meant; as, "They made over \$50 at the concert."

Parties. Often used when *persons* are meant.

Partly completed. Has no meaning. The words are contradictory.

Past. Not synonymous with *last*; as, the "past two weeks." The *past* week is not necessarily the last week.

People. Do not confuse with *persons*. *People* refers to *population*.

Per cent. Do not say "large per cent" when you mean "large proportion."

Perform. A musician *plays* the piano; he does not *perform* on the piano.

Planned on. *On* is unnecessary.

Plead. *Pleaded* is the past tense.

Politics. Singular.

Practically. Not synonymous with *virtually*. Very different from *almost*. *Practically* implies action.

Preventive. Not *preventative*.

Principle. Always a noun. *Principal* is generally an adjective.

Prone on the back. Impossible. *Prone* means "lying on the face." *Supine* means "lying on the back."

Provided. Not *providing* he will go.

Public. *Public* is, not *public* are.

Purchase. *Buy* is shorter and stronger.

Put in. You *occupy*, *devote* or *spend* time, never *put* in time.

Put in an appearance. *Appear* is simpler and better.

Quite a few. *A considerable number* is better.

Raise. Do not confuse with *increase*.

Rarely ever. Say "hardly ever."

Real. Not interchangeable with *very*.

Received an ovation. Well worn.

Recipient. Stilted form for "Mrs. Smith received many gifts."

Recuperate. *Recover* is simpler and stronger.

Reliable. Say *trustworthy*.

Remains. Say *body*.

Remember of. *Of* redundant.

Render. Lard and judgments, not songs, are *rendered*.

Reside. *Live* is shorter and stronger.

Retire. What's the matter with *go to bed* or *leave*?

Rev. Title should be used in speaking of ministers. If full name is not known, say "the Rev. Mr. Harris."

Reverts back. *Back* is unnecessary.

Revolver. Different from *pistol*. Never say "smoking revolver."

Rodent. Say *rat*.

Same. Not to be used for *it*.

Sea of upturned faces. Worn threadbare.

Section. Often misused for *region*. *Section* is a definite division.

Select few. In line with *selection*. Trite.

Selection. Another word that belongs to "those days." Use *piece* or *composition*.

Severed his connection with. Use *quit*.

Sewer, sewage, sewerage. *Sewer* is the drain; *sewage*, the filth drained; *sewerage*, the system of sewers.

Shape. Never use for *condition*.

Should. Use in the same way as *shall*.

Show. Never say "he had a poor show"; say *chance*.

Sick. Do not write "The President is a sick man." Obviously he is a man.

Size up. Use *estimate*.

So. Use in a negative comparison, not *as*.

Social. Unnecessary to say *social dance*.

Someone, somebody, etc. Take singular verbs.

Staged. Used only when speaking of the theater.

State. Discriminate carefully between *state* and *say*. *State* has the more specific meaning.

Story. Use only when you mean *story*, not for *article* or *item*.

Such. Not a pronoun except in the phrase "such as."

Suspicion. Not to be used as a verb. Say *suspect*.

Sustain. Injuries are not *sustained*, but *received*. A bridge *sustains* a weight.

Swell. A verb, not an adjective.

Take stock in. Unless you mean stock in a corporation say *rely on* or *believe*.

The present day and generation. Too many generations have used the phrase.

There. Avoid the use of *there* at the beginning of a sentence.

There was. Avoid this construction in beginning a paragraph.

They say. Indefinite. Say "it is said," or state your authority.

Through, with *get.* Use *finish*.

Time is passed, not *spent*.

To. Should not be separated from the infinitive.

Tonsorial artist. Say *barber*, but do not use the word as a title; as, "Barber John Smith." Do not make titles.

Totally destroyed. Redundant.

Tot. Call a child a *child*, not a *tot*.

Toward. Not *towards*. The same of *backward*, *afterward*, *forward*.

Transpire. Means "to leak out"; use *take place*.

True facts. Are facts ever false?

Try and. You *try to* do something.

Turned turtle. Say "turned over."

Two first. Say "first two."

Ugly. Incorrect when referring to *dispositions*; say *ill-tempered*.

Ult., inst., prox. Avoid these words. Say "last month," "this month," "next month."

Undercurrent of excitement. This term will cause no excitement or notice. It is trite.

Underhanded. Say *underhand*.

Uninterested. Quite different from *disinterested*.

Up-to-date. *Modern* is more concise.

Various. Not synonymous with *different*.

Vast concourse. Has been used a vast number of times.

Very. Do not use more than once a week. To say that he is "a very good man" may mean that he is only passably good.

Very occasionally. Occasionally means *on occasion*. Say *infrequently*. *Via*; *per diem*; *per week*. Say "by way of"; "a day"; "a week."

Want. Say *wish* unless you mean real need.

We. Not in good standing. Use the name of the paper.

Weird. Only uncanny things are weird.

Whence. Incorrect to use *from* preceding *whence*. Tautological.

Whether. Used to introduce an indirect question, not *if*.

Who are. Relative clauses may often be omitted, making the sentence firmer; as, "All citizens who are interested," "all interested citizens."

Wholesome. To be used in speaking of food, not *healthful*.

Will. Use in the first person to express determination, in the second and third persons to express simple futurity.

Wire. Do not use for the noun *telegram* or the verb *telegraph*.

With. Distinguish between *with* and *by*.

Witness. Use *see* in informal usage.

Worth of goods. Say "goods valued at —."

Would. Use in the same way as *will*.

Write up. Say *report*.

Xmas. Not to be used as a substitute for *Christmas*.

Yesterday. Now used in most dailies instead of the days of the week. Should not be used to begin a paragraph unless time is the important feature.

APPENDIX B

NEWSPAPER STYLE SHEET¹

GENERAL INSTRUCTIONS

1. Use a typewriter and regulation copy paper for your news stories. Write on one side of the sheet only and triple space all copy to provide room for corrections and subheads.

2. Put your name and title or "slug" of story in upper left-hand corner of first page and on each page thereafter put page number and "slug."

3. Begin your story about the middle of the first page. Indent each paragraph. If the story requires more than one page, write the word "more" at the bottom of each page and circle it. When the story is ended, indicate the conclusion thus: #

4. Avoid choppy, disconnected, or involved sentences, long paragraphs, and paragraphs beginning with the same word or phrase. Avoid beginning a story with a paragraph of direct quotation standing alone.

5. Beware of overloading the first sentence of a "lead" with unessential details; if the lead sentence is too long and involved, split it up into two or three sentences.

6. Avoid "fine" writing, triviality, and over-enthusiasm. Write a plain, simple story of what happened, using plain, simple words. Simplicity and brevity, not elaboration, give the newspaper its "punch." Tell your story just once; do not repeat.

7. Do not use overworked expressions or ideas; beware the "rubber stamp."

8. Do not place important features in the last paragraph, where they may be cut out.

9. Read copy with a soft black lead pencil and write corrections, subheads, and changes legibly. Overscore your longhand "n's" and underscore your "u's." If your corrections are so numerous as to result in illegible copy, rewrite it.

10. Make accuracy, not speed, your watchword. If you do not know, look up the doubtful item; never guess. Consult the standard reference

¹The accompanying style sheet, compiled by George C. Bastian, copy-reader on the *Chicago Tribune*, and Professor Frank B. Thayer of the Medill School of Journalism, is designed to promote uniformity in newspaper practice. Its adoption and use will insure standards and lend authority on moot points of capitalization, punctuation, copy-reading, and the like.

works. Webster's International Dictionary is the accepted authority on words and geographical and other names. Check proper names, initials, and addresses. Eliminate superlatives, rumors, and all statements that are absurd, trivial, ill-advised, anonymous, or libelous. Eliminate needless trouble-makers. Protect the paper that employs you.

11. The truth interestingly presented is the only news story that is worth while, and no effort to obtain it is too great. Faking is a newspaper crime. Be vigorous without being editorial; be interesting, but not sensational; be fearless, but fair. Never sacrifice solid information for brilliance.

12. Never "play up" a statement which, taken from its accompanying text, may be misleading and place its author in a false light.

13. When reading copy on a story, improve and polish it; do not mutilate it. Be alert and sympathetic, not "wooden." Retain the spirit, the personality, and as far as possible the words of the writer. Do not insist that each story shall be like the other in form. A newspaper is the meeting place of many minds.

14. Read and study all the newspapers you can obtain; study headlines, text, pictures, editorials, type, every detail. Keep yourself informed on current events. Read all the good books you can get. They help you to uphold the standards of good English.

Capitalize:

CAPITALIZATION

1. All proper nouns, months, days of the week, but not the seasons.
2. Principal words in the titles of books, plays, and lectures, including the initial "A" or "The": "The Crisis."
3. Titles denoting official position, rank, or occupation when they precede a proper noun: President Coolidge, Judge K. M. Landis.
4. All the name of any company, corporation, stock, mine, mill, church, club, society, road, bank, university, school, or college except the word denoting the form of the organization where it occurs at the end; where the word denoting the form of the organization occurs in any part of the title except the end, capitalize: Northwestern university, University of Wisconsin, Corn Exchange National bank, Fourth Presbyterian church, New York Central lines, Association of Collegiate Alumnae.
5. Proper nouns and geographical names except where the common noun precedes: Chicago river, Green lake; but Lake Geneva, Gulf of Mexico.
6. Only the distinguishing parts of streets, hotels, theaters, stations, wards, districts, counties: La Salle street, Union station, Fort Dearborn hotel, Tenth ward.
7. Names of religious denominations and nouns and pronouns of the Deity.
8. Political parties.

9. Sections of the country: the South, the Middle West.
10. Abbreviations of college degrees: B.A., J.D., LL.D., Ph.D.
11. Distinguishing names of holidays: Fourth of July, New Year's day.
12. Names of races and nationalities: Indians, Japanese.

Do not capitalize:

1. Names of national, state and city bodies, boards, etc.: assembly, legislature, senate, department of agriculture, railroad commission, finance committee, post office, city hall, capitol.
2. Points of the compass: east, northeast.
3. Names of national legislative bodies: congress, parliament.
4. Common religious terms: scripture, gospels, heathen.
5. Names of school or college studies, except names of languages: botany, French.
6. Scientific names of plants, animals, and birds.
7. Titles when they follow the name: George Payne, professor of Latin.
8. Names of college classes: freshman, senior.
9. College degrees when spelled out: bachelor of arts.
10. Titles in lists of officers: The new officers are: president, Samuel Insull, etc.
11. Certain common nouns that were originally proper nouns: prussian blue, india rubber, plaster of paris.

PUNCTUATION

1. Omit period after "per cent" and after nicknames.
2. Use a comma before "and" in a list: red, white, and blue.
3. Punctuate lists of names with cities or states thus: Richard Thomas, Peoria; R. J. DeViney, Madison.
4. Use a colon after a statement introducing a direct quotation of one or more paragraphs.
5. Do not use a comma between a man's name and Jr. and Sr.
6. Use the apostrophe to mark an omission: I've, can't, don't, '95.
7. Use the apostrophe for possessive except in pronouns: the boy's clothes, Burns' poems; but its, ours, yours.
8. Use no apostrophe in such abbreviations as varsity, phone, bus.
9. Use the apostrophe in making plurals of letters, but not plurals of figures: early '90s, four A's.
10. In cases where you refer to more than one member of the Jones family write Joneses instead of Jones'.
11. Punctuate votes in balloting thus: yeas, 5; nays, 7.
12. Use the dash after a man's name, placed at the beginning of an interview: Arthur Church—I have no statement to make. (Use no quotation marks for this form.)

13. Use dash after Q. and A. in verbatim testimony: Q.—Where were you born? A.—In Chicago.

14. Use no commas in "5 feet 11 inches tall"; "7 hours 35 minutes 13 seconds."

15. In sport news punctuate thus: Northwestern 28, Purdue 0.

Quote:

QUOTATION

1. All verbatim quotations when they are to be set in the same type and measure as the context, but not when they are in narrower measure or smaller type.

2. A quotation within a quotation requires single quotation marks; a third quotation reverts to double quotation marks.

3. All direct testimony, conversation, and interviews given in direct form, except when the name of speaker, or Q. and A., with a dash, precedes, as: Howard Kingsbury—I have nothing to say; Q.—What is your name? A.—Peter Chambers.

4. Names of books, dramas, paintings, operas, songs, subjects of lectures, sermons, magazine articles, including the initial "A" or "The."

5. Use quotation marks at the beginning of each paragraph of a continuous quotation of several paragraphs, but at the end of the last paragraph only.

Do not quote:

1. Names of characters in plays: Peter Grimm, in "The Return of Peter Grimm."

2. Types of musical composition: overture, concerto, intermezzo.

3. Names of newspapers or periodicals: Chicago Tribune.

4. Names of vessels, animals, and sleeping cars.

Use figures for:

FIGURES

1. Numbers of 100 or over, except in the case of round numbers: a hundred books.

2. Hours of the day: 9 p. m.; 1:30 o'clock this afternoon.

3. Days of the month, omit d, th, st.: September 29, 1921; December 12.

4. Ages: he was 10 years old; but fouryear old James, without hyphens.

5. All dimensions, prices, degrees of temperature, dates, times in races, scores, votes, per cents, etc.: 90 degrees; 75 per cent.

6. All sums of money when used with a dollar mark: \$48, \$3.09.

7. Street and room numbers: 1846 Jackson boulevard; room 43, Fisk hall.

8. In statistical matter never use ditto marks.
9. Never start a sentence with figures and try to avoid starting a headline with figures.

ABBREVIATIONS

Abbreviate:

1. The following titles when they precede a name: Dr., Mr., Mrs., Mme., Mlle., Prof., the Rev., and military titles except chaplain.
2. Names of states only when they follow the names of cities: Minneapolis, Minn.; but never "a citizen of Okla."
3. Names of months that contain more than five letters, but only in dates and date lines: Sept. 18.

Do not abbreviate:

1. Railway, corporation, avenue, street, or district: Nickel Plate railroad; Sprague, Warner & company.
2. Christian names: Robert, Charles, Thomas, Alexander.
3. The titles senator, congressman, representative, president, secretary, treasurer, etc.
4. Christmas in the form Xmas.
5. Per cent: 20 per cent (not 20%).
6. Cents: 35 cents (not 35 cts. or 35 c.).

TITLES

1. Always give initials or first names of persons the first time they appear. Use both initials or first name. Never say Mr. Howard Potter, or Mr. H. Potter; make it Mr. Potter or Howard Potter.
2. Give first name of unmarried women, not initials only: Miss Mary Garden (not Miss M. Garden).
3. Use "the" before Reverend.
4. Avoid the use of long and awkward titles before a proper name: Superintendent of Street Cleaning Smith.
5. Never say Mrs. Doctor or Mrs. Professor.

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VOL. CII. NO. 22

THE SUNDAY HERALD

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BOSTON, SUNDAY, JANUARY 21, 1935—FIFTY-EIGHT PAGES

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WILSON SPURNS NEW OFFICE; TO CALL GOV. COX AS RAID WITNESS

Enforcement Chief Declares He Will Take Case to People—Lodge Says He Is Not Involved

WASHINGTON, Jan. 20.—The enforcement chief of the Federal Bureau of Investigation today declared that he would take the case of the alleged racketeer, James J. Wilson, to the people, and that he would not be involved in the case.

CORCORAN HURLS CARABAO HAVE SHAFTS AT WELL-FIRST WALLOW KNOWN LAWYERS SINCE 1913 RAN

Affiliary Said to Reflect on People of Officers Who Served in Philippines Retired

ALLEN MAINTAINS STOPPED BY WILSON A RIGID SILENCE ADMINISTRATION

WASHINGTON, Jan. 20.—The administration of the Federal Bureau of Investigation today maintained a rigid silence regarding the case of the alleged racketeer, James J. Wilson.

TWO IRELANDS' MOVE TOWARD CLOSER UNION

Craig and Collins Agree on Boundary—Boycott and Anti-Catholic Ban Off

WILL IMPROVE ON COUNCIL OF IRELAND

LONDON, Jan. 20.—(By A. P.)—The Irish situation took a significant step toward closer union today, as the Council of Ireland announced that it would improve its work.

POPE BENEDICT IS DEAD; END COMES PEACEFULLY IN EARLY MORNING HOURS

All Hope Is Abandoned After Midnight—Early Reports of Death Premature

EDITORIAL

The death of Pope Benedict XV is a great loss to the world. He was a man of peace and a man of faith.

RAILROADS TO LLOYD GEORGE DEAL DIRECTLY PLEADS FOR OUR WITH EMPLOYEES HELP AT GENOA

Excortees Accept Proposal Will Be Another Step in

TOUCHING SCENES BY DYING PONTIFF'S BED

ROME, Jan. 22 (By A. P.)—Pope Benedict's death occurred at 6 o'clock this morning. The end had been expected for several hours.

ALL HOPE IS ABANDONED AFTER MIDNIGHT—EARLY REPORTS OF DEATH PREMATURE

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Sunday Tribune.

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THE JOURNAL OF THE
ROYAL ANTHROPOLOGICAL INSTITUTE

JANUARY 20 1934

NEWSPAPER

Experiment	Relative variation, $\Delta\sigma/\sigma$	$\mu\text{B}/\text{nm}$	σ	$\Delta\sigma/\sigma$
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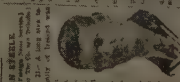
POPE DIES: END COMES AS SUNDAY DAWNS

**COLLINS, CRAIG
TAKE STEP FOR
UNITED IRISH**

NEWS SUMMARY

**SUICIDE BARES
SOCIETY GIRL'S
STRANGE LIFE**

**Eliminate British in-
Settling Rows.**

[illegible]

1. The first part of the paper is devoted to a review of the literature on the effects of the environment on the development of the brain. The second part is devoted to a review of the literature on the effects of the environment on the development of the personality. The third part is devoted to a review of the literature on the effects of the environment on the development of the social behavior. The fourth part is devoted to a review of the literature on the effects of the environment on the development of the moral behavior. The fifth part is devoted to a review of the literature on the effects of the environment on the development of the intellectual behavior. The sixth part is devoted to a review of the literature on the effects of the environment on the development of the emotional behavior. The seventh part is devoted to a review of the literature on the effects of the environment on the development of the physical behavior. The eighth part is devoted to a review of the literature on the effects of the environment on the development of the psychological behavior. The ninth part is devoted to a review of the literature on the effects of the environment on the development of the social behavior. The tenth part is devoted to a review of the literature on the effects of the environment on the development of the moral behavior. The eleventh part is devoted to a review of the literature on the effects of the environment on the development of the intellectual behavior. The twelfth part is devoted to a review of the literature on the effects of the environment on the development of the emotional behavior. The thirteenth part is devoted to a review of the literature on the effects of the environment on the development of the physical behavior. The fourteenth part is devoted to a review of the literature on the effects of the environment on the development of the psychological behavior. The fifteenth part is devoted to a review of the literature on the effects of the environment on the development of the social behavior. The sixteenth part is devoted to a review of the literature on the effects of the environment on the development of the moral behavior. The seventeenth part is devoted to a review of the literature on the effects of the environment on the development of the intellectual behavior. The eighteenth part is devoted to a review of the literature on the effects of the environment on the development of the emotional behavior. The nineteenth part is devoted to a review of the literature on the effects of the environment on the development of the physical behavior. The twentieth part is devoted to a review of the literature on the effects of the environment on the development of the psychological behavior.

Born Feb. 21, 1834
 Died Jan. 23, 1922

LINGERED LONG AFTER FIRST DEATH REPORTS

A Page of Poetry
on the 11th 11
Pope Benedict XVI.
(On Oct 11)
of His Holiness

STORY OF CONFLICTING
CABLES ON THE POPE
THROUGH SATURDAY

HULLFITT.
ROME, Jan. 22.—(By the Associated Press.)—Pope Benedict's death occurred at 6 o'clock this morning. The end had been expected for several hours. The attending physician, Cardinal Gaupar, and other members of the pope's household were present at the bedside. From midnight all hope had been abandoned, and at 2 o'clock Dr. Gallatin announced that the pope could not live longer than four hours at the maximum.



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VOL. 43, NO. 126

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KANSAS CITY, JANUARY 21, 1925.—SATURDAY—EIGHT PAGES.

PROPHETIC

THE POPE IS DEAD

The death of the pope is confirmed. The Vatican has announced that the pontiff died at 10:30 p. m. today. The pope had been ill for some time and his death was expected.

BIOGRAPHICAL INTEREST IN CAUSE

The life of the pope is of great interest to the people of the world. His death is a great loss to the church and to the world. The pope was a great leader and a great man.

WAS FROM AN ANCIENT FAMILY

The pope was born in the city of Rome. He was from an ancient family. His family had been in the city of Rome for many centuries.

SIRIUS PLANS FOR PEACE

Sirius has announced his plans for peace. He has said that he will work for peace in the world. He has said that he will work for peace in the world.

WORKER FOR PEACE

A worker for peace has been named. He will work for peace in the world. He will work for peace in the world.

STATE TAKES DOWN, CANCELS TAXES

The state has taken down the taxes. The state has canceled the taxes. The state has canceled the taxes.

WIFE OF PRESIDENT

The wife of the president has been named. She will be the first lady of the country. She will be the first lady of the country.

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Journal of Interpersonal Violence 26(10) 1978-1994
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DOI: 10.1177/0886260511416511
<http://jiv.sagepub.com>

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the 1950s, the 1960s, and the 1970s. The 1950s were characterized by a strong emphasis on the development of the heavy industry sector, particularly in the steel and coal sectors. The 1960s saw a shift towards a more diversified economy, with a focus on the development of the service sector and the manufacturing sector. The 1970s were marked by a period of economic stagnation, followed by a period of rapid growth in the 1980s and 1990s. The 2000s saw a period of economic decline, followed by a period of recovery in the 2010s and 2020s. The 2020s are characterized by a period of economic uncertainty, with a focus on the development of the digital economy and the green economy.

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1

pe is Dead." But this story is ex-
the head. Nearly half the front

e.
is almost nothing to contrast. N
front page

front page.

[illegible]

EXHIBIT C

Conservative Kansas City *Star*! Just a single column head to announce "The Pope is Dead." But this story is easily the outstanding thing on the page, especially when you begin to count the decks in the head. Nearly half the front page of this edition is given over to the story, although this doesn't appear at first glance.

As to make-up, this page lacks contrast. Owing to the few heads used, there is almost nothing to contrast. Most editors would avoid breaking over straight matter at the top of a column on the front page.

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PUBLIC LEADGER



Vol. CLXXIII—No. 120

PHILADELPHIA, SUNDAY, MORNING, JANUARY 22, 1922

PRICE TEN CENTS

FOREIGN BONDS
PEPPER INDOUSES DAVIS
AS STATE DRY CHIEF
Appointments of Successors to Mc
Connell Expected Early
This Week

**AMERICA READY
TO SCRAP GREAT
WAR-GAS PLANT**
Would Lead World in Sacrifices
Edgewood Arsenal
Work Abandoned

**ULSTER REACHES
AN ACCORD WITH
SOUTH IRELAND**
Premier Cullin and Collins In-
vestigate's Star Plan for
Early Settlement

**POPE BENEDICT DIES IN EARLY
MORNING AFTER A VALIANT
STRUGGLE WITH PNEUMONIA**
Pontiff Relieved at Night After Premature Report of
His Demise, but Then Had a Relapse
and Sank Rapidly

**STEAMSHIP REPORTED
SINKING IN MID-OCEAN**
Liner George Washington Sprung
to Relief of Foundering
Norwegian Vessel

WORLD GLADLY OFFER MY LIFE FOR THE PEACE OF THE WORLD
Among His Holiness' Last Words—Maintained Object
ness, Even Hunger, Almost to the Last

ALL HOPE WAS DEFINITELY ABANDONED
AT 3 A. M. WHEN DEATH SYMPTOMS APPEARED

FEW "FIRST FAMILY" BIRTHS
Last Year's Record Shows
Only One Child Born to
Presidential Couple

**BLUFFER ELIMINATED
IN NEW EXAMINATIONS**
Columbia Students Meet "Short
We Ride Red Shirts," in
Airing Knowledge

HAS LOST U. S. \$50,000,000
Army Now Says It Will Have
Little Chance of Winning
Way to Paris

**HELEN KELLER TALKS
WITH BLIND, DEAF GIRL**
Head-on Face and Claret in
Interpret Visual Speech,
the Two Centuries

SEEK COUNCIL SUBSTITUTE
Boundary Commission Scheme
Suggested in London Treaty
Also to be Altered

END CAMP AT 5 O'CLOCK, ITALIAN
TIME MIDNIGHT PHILADELPHIA TIME

WORLD GLADLY OFFER MY LIFE FOR THE PEACE OF THE WORLD
Among His Holiness' Last Words—Maintained Object
ness, Even Hunger, Almost to the Last

ALL HOPE WAS DEFINITELY ABANDONED
AT 3 A. M. WHEN DEATH SYMPTOMS APPEARED

ACCEPTABLE TO HADSON
OPPOSED BY MELLON
Opponents of Secretary of the
Treasury May Lead to
Resignation

FINDING BILL IN SENATE
Campaign Similar to That of
Looney and Victory
Looney Forecasts

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ness, Even Hunger, Almost to the Last

SEEK COUNCIL SUBSTITUTE
Boundary Commission Scheme
Suggested in London Treaty
Also to be Altered

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...the Pope's death in this edition of the Philadelphia Public Ledger and gives the story nearly as much prominence as though it carried a steamer.

This page shows the present-day tendency of make-up on conservative papers. There are plenty of heads on the page, well placed, so as to give both balance and contrast and at the same time to display every story to the best advantage. The two-column head at the bottom of the page helps to counterbalance the heaviness of the big one-column heads at the top.

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FORBID CARNAVAL IN JAIL
Bavaria Refuses to Allow Festive
Parade for Implicated Communists
Munich, Jan. 21.—The Bavarian government has refused to allow a festive parade in Munich to mark the anniversary of the founding of the German republic. The government has also refused to allow a parade in honor of the German republic, which was founded on Jan. 18, 1919.

PHILADELPHIA IN PARIS
The city of Philadelphia is the only one in the United States to have a representative in the Paris Peace Conference. The city's representative is the Hon. Charles D. Hughes, who is a member of the American delegation.

POPE BAILED WATCHERS
FOR LATE NEWS OF POPE, WITH TEST AND SMILE
Thousands of the Pope's Stood Cheerfully on Bad of Pain
Watching the Sickness Who
down Swayed by Every Breeze
as Roundabout as
Laudly

CARABAS HOLD WALLOW
Inhabitants of the town of Carabas, in the state of New York, are holding a wallow in the town square. The wallow is a large, circular, and is held by the inhabitants of the town.

SEEK WOOD AS MEDIATOR
Philadelphia Governor May Revive
Chess-Engineer's Bargain Dispute
The Philadelphia governor is seeking a mediator to help settle a dispute between the chess-engineer and the bargaining committee.

POPE REPORTED STRUCK
While Writing Letter
on Gospel Conference
The Pope is reported to have been struck while writing a letter on the Gospel Conference.

CHANDLER EXPRESS WRAPPED
The Chandler Express is wrapped in a special material to protect it from the weather. The Chandler Express is a very important part of the Chandler Express company.

THESE RIGS OF CHINA
The rigs of China are very different from the rigs of other countries. The rigs of China are very old and are made of wood.

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ENDLEY MEMORIAL LIBRARY
KEENE, TEXAS

FINDLEY MEMORIAL LIBRARY
KEENE, TEXAS

FINDLEY MEMORIAL LIBRARY
KEENE, FLAAS

BINDLEY MEMORIAL LIBRARY
KEENE, TEXAS

COMPLETE
Final Edition
★★★★★

The Globe



AND COMMERCIAL ADVERTISER.
EST. 1853

COMPLETE
Final Edition
★★★★★

Clearly finished and beautiful, readable words

129TH YEAR, 1922

NEW YORK, SAT. DAY, JAN. 21, 1922

THREE CENTS

POPE IS REPORTED DEAD

**TEX RICKARD HELD IN BAIL
CHARGED WITH ATTACK ON
FIFTEEN-YEAR OLD GIRL REACH ACCORD
ON IRELAND'S
BOUNDARY LINE**

Fight Promoter, Accused of Statutory Offense,
Makes General Denial and Suggests Mis-
taken Identity—Alleged Assault Said
to Have Occurred Dec. 28.

Tex Rickard, famous promoter of sporting events and lessee of Madison Square Garden, was arraigned today in the Seventh District Court, charged with a statutory offense against a fifteen-year old girl. Two younger girls appeared as witnesses.

Rickard was released on \$1,000 bail for a hearing next Wednesday. He made a general denial and suggested mistaken identity.

The charge, attacks, occurred Dec. 18 at 30 West Fifty-seventh street, between 10th and 11th streets, at 21 West Twenty-seventh street.

The girl, whom the assault is alleged to have been committed by Rickard, lives at 225 East Twenty-fifth street.

**DRUGS KILL GIRL,
POISON ANOTHER
IN TRAIN BERTH**

**PONTIFF'S DEATH ANNOUNCED FROM BOTH
LONDON AND ROME, BUT NOT OFFICIALLY**

Pontiff Believed Has Claimed His Death

**BRIEF ILLNESS CLOSES
CAREER OF HIS HOLINESS**

PARIS, Jan. 21. A Rome despatch to the Havas agency, timed at eight o'clock this evening, (Rome time) said Pope Benedict was suffering great pain. Dr. Battistini was resting at the Pope's bedside.

LONDON, Jan. 21. Cardinal Bourne's secretary announced this morning that the announcement of the Pope's death, authorized by a member of the Vatican staff, as the news of his holiness' death, had been received.

The afternoon's statement, given by a member of the cardinals staff to various correspondents, stated that official information had been received of the Pope's death. A news agency first issued a statement that the cardinal and coadjutor, secretary of the Pope's chamberlain, had been told that the Pope's death had been received.



General Building Clerk, Finner
Brush Army Captain, is
Sought by Police.



Following summary the varying phases of Pope Benedict's illness were informed of his death by Mr. Becchetti, the papal chaplain. When the church bells of Rome summoned the faithful to prayer for his recovery, the royal family gathered on their knees in the private chapel of the palace.

The last broadcast bulletin prior to the death, issued at 5.30 P. M., was as follows:

"The state of the holy father became worse during the day. The respiration is more and more painful and difficult, and the heart continuously weaker."

The bulletin was signed by Drs. Marchisiani, Balbani, and Bassani.

The scenes at the Vatican, as moment by moment the sands of the life of Pope Benedict seemed to be running out, were most impressive.

The only sounds heard were the sobs of the Pope's personal attendants, the low chanting of the psalterial psalms, or an occasional word in delirium from the pontiff as his malady slowly undermined the wonderful store of nervous energy which alone in the past had kept him working.

After consulting the effects of the illness in his head, function, and movement, a few days ago, the pope

Listens to Mass Through Open Door.

Memorial Masses are held in the chapel adjoining the papal apartments. The pope, who is unable to leave his room, listens to the Mass through an open door.

After consulting the effects of the illness in his head, function, and movement, a few days ago, the pope

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POPE SERVED WORLD AS PEACE APOSTLE

The pontiff's life was a long and arduous one, marked by a deep sense of duty and a profound understanding of the needs of the world. He served as a peace apostle, working tirelessly to bring about understanding and harmony between nations and peoples. His reign was characterized by a commitment to justice, compassion, and the promotion of the common good. The world mourns the loss of a leader who dedicated his entire life to the service of humanity.

Other Peace Apostles

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TWO MESSENGERS FIGHT OFF BANDITS: SAVE \$2,000 PAYROLL

Two messengers, armed with pistols, fought off a band of robbers who attempted to steal a payroll of \$2,000. The messengers, who were traveling through a dangerous area, managed to repel the bandits and save the money. The bandits were captured and the payroll was returned to its rightful owners.

JOHN KENDRICK BANGS AUTHOR, IS DEAD

John Kendrick Bangs, a well-known author and humorist, has died. He was a prolific writer and his works were widely read and appreciated. His death is a significant loss to the literary world.

Called for Doctors

A person has been called for doctors due to a serious illness. The person is currently in a hospital and is being treated by a team of medical professionals. The situation is serious and the doctors are working to stabilize the patient.

AUSTRIANS OUTPOINTS

Austrians have outpointed in a recent competition. The results were a surprise to many, as the Austrians were not considered favorites. Their performance was exceptional and they have earned a lot of praise.

Here He Is!

Here he is, the man who has been missing for a long time. He has been found and is now safe. The search for him has been a long and difficult one, but it has finally ended in a happy outcome.

The Inquiring Reporter

The inquiring reporter has uncovered some interesting facts about a recent event. The reporter's investigation has revealed a lot of information that was not widely known. The findings are both surprising and enlightening.

AT NEW ORLEANS

At New Orleans, there is a lot of excitement and activity. The city is preparing for a major event and everyone is getting ready. The atmosphere is festive and the people are looking forward to the occasion.

RACING

There is a lot of racing action going on. The races are exciting and the horses are running fast. The spectators are cheering and the atmosphere is electric. It's a great day for racing fans.

Get to Winner

Get to the winner, the man who has won the race. He has been a long time coming, but he has finally won. The victory is a testament to his skill and determination. He is a true champion.



The man in the picture is the one who has been missing for a long time. He is now safe and sound. The search for him has been a long and difficult one, but it has finally ended in a happy outcome.

EXHIBIT F

There is nothing conservative about the way in which the New York *Globe* handles the reported death of the Pope. Five columns on the front page are given over to the story. A blackface streamer is used, as well as a five-column deck, two columns of boldface type, a three-column cut, an obituary, and a box summary. All the other news of the day is overshadowed by the big break, except the story on the charge against Tex Rickard, which is also played up to catch the reader's eye.

A box is used at the top of the third column to keep two heavy heads from being next to each other. The *Globe* advertises one of its own features in a box at the bottom of the first two columns.

EINDLEY MEMORIAL LIBRARY
KEENE, TEXAS

FINDLEY MEMORIAL LIBRARY
KEENE, TEXAS

1990

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III

Continued on Page 34

the following table. The table is divided into two main sections, one for the year 1990 and one for the year 1991. Each section contains a list of countries and their corresponding values. The values are given in millions of dollars.

...the ... of ...

[illegible][illegible][illegible]

ENDLEY MEMORIAL LIBRARY
KEENE, TEXAS

EINDLEY MEMORIAL LIBRARY
KEENE, TEXAS

NEVER DENIED GUIDE
WAS FATHER OF GUY
Counsel for Barker Asks
Relief From Any Fur-
ther Payments
New Letter, Alleged to Have
been Sent Wife by Bou-
quet, Intended

AS BOY DIRECTOR
FOR PENNSYLVANIA
Prohibition Post Likely
to Go to J. T. Davis,
of Blairville

ADAMANTLY PERSISTENT
In Refusing to Surrender
to Federal Agents, Barker
Is Said to Have Written
Letter to His Wife, Asking
Her to Inform Him of
Any News of His Son's
Whereabouts

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SLAVES WOMAN AFTER
ADJOINING IN BLAZE
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Fought for Hours to Save
Woman and Child from
Flames of Burning Building

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DOCTOR COOK REVIEWED
BY WHINNIE MURKIN NEWS
Says Father of Woman's Son Was
Sent to Prison for Life

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EXHIBIT H

Bordering on the conservative, the Philadelphia *Inquirer* does not carry a streamer head on the impending death of Pope Benedict XV. It does, however, give the news break the display room of the front page, the two right-hand columns. Prominence is also given the story by leading it out well and by running a two-column cut of the Pope and a box story. A rule of make-up accepted by many editors, that of sharp contrast, is violated on this page by placing heads of the same sort next to each other. Rules of make-up, though, are after all a matter of personal taste, and in this particular case a mass effect is accomplished which helps to offset the heaviness of the cuts at the top of the page and lends balance to the whole.

ENDLEY MEMORIAL LIBRARY
KEENE, TEXAS

EINDLEY MEMORIAL LIBRARY
KEENE, TEXAS

Today

Man, Proud Man,
Thinks He Knows Woman.
But He Doesn't.
See About Him.

WANT to see how much women know about men? Then look at the man who is taking the date for lunch today.

He is a typical specimen of the modern man. He is a man who is proud of his manhood and who thinks he knows woman. But he doesn't.

He is a man who is proud of his manhood and who thinks he knows woman. But he doesn't. He is a man who is proud of his manhood and who thinks he knows woman. But he doesn't.

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BOOK of MAGIC
"Wonder" Pictures
For Old and Young
in COLOR SECTION
the Year's Best Periodicals

HERALD-EXAMINER

FINAL

Telephone Main 5000.

SUNDAY, JANUARY 22, 1922.

Telephone Main 5000.

PRICE TEN CENTS

POPE DEAD-OFFICIAL

SINNFEIN AND ULSTER FIND PEACE BASIS

**Craig Agrees to Boundary
References: Collins to
Stop Boycott.**

LONDON, Jan. 22.—A peace basis has been found for the Sinnfein and Ulster forces. The Sinnfein have agreed to a boundary and the Ulster forces have agreed to stop their boycott.

The Sinnfein have agreed to a boundary and the Ulster forces have agreed to stop their boycott. The Sinnfein have agreed to a boundary and the Ulster forces have agreed to stop their boycott.

Another Cold Wave to Hit Chicago Today

The weather bureau predicts a cold wave will hit Chicago today. The temperature will drop to below zero.

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GARLAND TOOK FORMER NORTH MILLION FOR SHORE BEAUTY 'SOUL TWIN' DIES IN PACT

**Wife Left Her When He Ursula Thompson and
Man of Mystery Are
Wanted to Bring Sec-
ond Mate Home.**

BOSTON, Jan. 22.—There is a man in the city who is wanted to bring his second mate home. He is a man of mystery and is wanted to bring his second mate home.

There is a man in the city who is wanted to bring his second mate home. He is a man of mystery and is wanted to bring his second mate home. There is a man in the city who is wanted to bring his second mate home.

POPE BENEDICT XV

Born Nov. 21, 1854
Died Jan. 22, 1922



END COMES AT 6 O'CLOCK THIS MORNING

**Conflicting Reports of
Pontiff's Death Con-
fuse the World.**

ROME, Jan. 22.—The pope died at 6 o'clock this morning. The reports of his death are conflicting and the world is confused.

The pope died at 6 o'clock this morning. The reports of his death are conflicting and the world is confused. The pope died at 6 o'clock this morning.

STAY WICKING
WICKERS MAY 1
 The first of the season's wicker furniture is now on hand at the Chicago Wicker Co., 100 N. Dearborn St. The company has a large stock of wicker furniture, including chairs, tables, and sofas, and is now offering a special discount on all orders placed before May 1. The company also has a large stock of wicker furniture, including chairs, tables, and sofas, and is now offering a special discount on all orders placed before May 1.

THE REAL TELLER
 The first of the season's wicker furniture is now on hand at the Chicago Wicker Co., 100 N. Dearborn St. The company has a large stock of wicker furniture, including chairs, tables, and sofas, and is now offering a special discount on all orders placed before May 1. The company also has a large stock of wicker furniture, including chairs, tables, and sofas, and is now offering a special discount on all orders placed before May 1.

KILLED BY TRAIN
125 ON FERRIES
 A large number of people were killed by a train on the Chicago River. The train was carrying a large number of people, and it was moving very fast. It was crossing a bridge over the river, and it fell off the bridge. The people were killed when they fell into the water. The train was carrying a large number of people, and it was moving very fast. It was crossing a bridge over the river, and it fell off the bridge. The people were killed when they fell into the water.

CONA DEATH RUMOR
 A rumor has been spread that Cona, the famous actress, has died. The rumor is false. Cona is still alive and well. She is still working in the theater. She is still one of the most famous actresses in the world. She is still working in the theater. She is still one of the most famous actresses in the world.

PAIR ARRESTED IN SPEED COP'S DEATH
 A pair of men were arrested in connection with the death of a police officer. The police officer was killed while on duty. The pair of men were driving a car very fast, and they lost control of the car. The car crashed into a building, and the police officer was killed. The pair of men were arrested and charged with the death of the police officer.

THE WEATHER
 The weather is very hot today. The temperature is in the 80s. It is a very hot day. The sun is shining very brightly. The sky is blue. The clouds are white. The wind is blowing from the south. The weather is very hot today.

WIFE'S PERMIT
 A woman has been granted a permit to work in a factory. The woman was previously forbidden from working in the factory. She has now been granted a permit to work there. She is very happy about this. She will be able to support her family. She is very happy about this.

CHINA, FALL KILLS HIM
 A man has been killed in China. The man was a soldier in the Chinese army. He was killed in a battle. The battle was very fierce. The man was a brave soldier. He was killed while fighting for his country. The battle was very fierce.

MRS. AUDREY BULL FOUND; MIND BLANK
 A woman named Mrs. Audrey Bull has been found. She was missing for a long time. She was found in a field. She was very disoriented. She did not know where she was. She was found by a group of people. They took her to a hospital. She is now recovering. She is very happy to be found.

THE WEATHER
 The weather is very hot today. The temperature is in the 80s. It is a very hot day. The sun is shining very brightly. The sky is blue. The clouds are white. The wind is blowing from the south. The weather is very hot today.

WIFE'S PERMIT
 A woman has been granted a permit to work in a factory. The woman was previously forbidden from working in the factory. She has now been granted a permit to work there. She is very happy about this. She will be able to support her family. She is very happy about this.

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NOTICE
 Notice is hereby given that the price of the paper has been increased. The price of the paper is now 10 cents. It was previously 8 cents. The increase is due to the cost of paper. The price of the paper is now 10 cents.

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WOMAN'S DEATH
 A woman has died. The woman was a young girl. She died of a disease. The disease was very rare. She was a very beautiful girl. She was very kind. She was very smart. She was very brave. She was very strong. She was very brave.

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What is known as a scare head tells of the Pope's death in this edition of the Chicago Herald-Examiner. Only one column on the front page, not counting the cut, is given over to the big story, however, so as to leave room for the other news, for this paper believes in a generous scattering of short stories on its first page to attract attention.

This page is well balanced as to make-up, but it disregards contrast by having heavy heads next to each other, where they become hard to read. Here, too, is another example of the front-page editorial.

EXHIBIT I



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THE WEATHER
 LATEST FORECAST AND SPECIAL
 BOSTON, SATURDAY, JANUARY 21, 1932
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 BOSTON, SATURDAY, JANUARY 21, 1932

The Boston Traveler

It Goes Into the Home

EXTRA

PRICE TWO CENTS

SIXTEEN PAGES

BOSTON, SATURDAY, JANUARY 21, 1932

ESTABLISHED 1825—57TH YEAR—NO. 21

POPE DEAD, BOURNE TOLD

Guard North End From Blackhanders CARDINAL AT LONDON SAYS HE HAS BEEN OFFICIALLY NOTIFIED

Bulletin by Three Physicians Declared Respiration Grew Painful Toward End

MURDER OF SCAPONE STIRS AUTHORITIES

Police to Rid District of Organized Gang

LOUD WITNESS SAW 'HOLD-UP'

Defence Rests After Springing 11th Hour Surprise—Young Tells of Men Jumping from One Car to Another

EXPLOSION WRECKS STORE IN WINCHESTER

Officer Has Close Call in Main Street Blow-up

TIP LEADS TO BIG RUM RAID IN HAVERHILL

Five Large Stills and Quantities of "Makings" Seized

Lucy Davenport Weds J. W. Boyd



Lucy Davenport Weds J. W. Boyd

BULLETINS (Latest)

LONDON, Jan. 21 (5:06 P. M.)—(By A. P.)—An Exchange Telegram dispatch from Rome says that the consultation held by the physicians this forenoon owing to the fact that the Pope appeared to be sleeping raised a report to be circulated immediately that Pope Benedict was dead, but this was officially denied.

ROME, Jan. 21 (5:30 P. M.)—(By A. P.)—A bulletin issued at the house says: "The state of the Holy Father became worse during the day. The respiration is more and more painful and difficult and the heart continuously weaker."

The bulletin was signed by Drs. Marchisiani, Battistini and Ruggieri.

Berna, archbishop of Vienna, stating he had been officially notified by telegraph from Rome that Pope Benedict was dead.

ROME, Jan. 21 (6 P. M.)—(By A. P.)—Pope Benedict became appreciably weaker about midday today, and the hopes of a recovery after the period of slumber in the morning disappeared. The condition had become worse and he seemed to be almost unconscious.

RATHTON, N. J., Jan. 21 (5:30 P. M.)—(By A. P.)—Five large stills and quantities of "makings" were seized in a rum raid in Haverhill, Mass., today.

The raid was conducted by the Haverhill police and the state police. The stills were found in a basement in a building on Main street.

The raid was the result of a tip received by the police. The tipster was a man who had been working in the building for some time.

The raid was the first of a series of raids conducted by the police in the area. The police are determined to wipe out the rum trade in the area.

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